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APPLE DESIGNER HONORED by U.K. QUEEN.

Jonathan Ive, designer of Apple's best-selling iMacs, iPods, iPhones and iPads has received a knighthood from Britain's Queen Elizabeth. This means he can now put "Sir" Richard on his business cards. The honour is the highest award the Queen can give to a citizen. Sir Richard received it for his services to design and enterprise – his iconic designs of Apple's products helped turn the Silicon Valley giant into the world's most admired brand and most valuable company. He has worked with Apple since the mid-1990s and is Senior Vice President of Industrial Design. He shared Apple co-founder Steve Jobs' passion for great quality and stylish products. Many of these have few buttons but are highly functional and easy to use.

Ive said of his award: "To be recognized with this honour is absolutely thrilling and I am both humbled and sincerely grateful." Ive told reporters his childhood dream was to be a designer, saying: "I discovered at an early age that all I've ever wanted to do is design. I feel enormously fortunate that I continue to be able to design and make products with a truly remarkable group of people here at Apple." Steve Jobs supposedly called Ive his "soul mate" because of their shared understanding of simplicity in design. He elevated the British designer to a special position within Apple, answerable only to Jobs. Six of beautiful and Ive's works, including the original iPod, are housed in a collection at the Museum of Modern Art in New York.

WARM-UPS

1. **APPLE PRODUCTS:** Walk around the class and talk to other students about Apple products. Change partners often. Sit with your first partner(s) and share your findings.
2. **CHAT:** In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

designer / best-selling / business cards / enterprise / iconic / admired brand / buttons / award / recognized / childhood dream / fortunate / remarkable / simplicity / iPod

Have a chat about the topics you liked. Change topics and partners frequently.

3. **ADMIRED COMPANIES:** Complete this table with your partner(s) and share what you wrote. Change and share again.

Company	Things to admire	Things not to admire
Apple		
Microsoft		
Coca Cola		
McDonalds		
Disney		

Toyota		
--------	--	--

4. DESIGNERS: Students A strongly believe designers are more important than engineers; Students B strongly believe engineers are more important than designers. Change partners again and talk about your conversations.

5. WELL-DESIGNED: Rank these according to which is most important to have a good design and share your rankings with your partner. Put the most important at the top. Change partners and share your rankings again.

<ul style="list-style-type: none"> • a computer • a meal • a pen • a toothbrush 	<ul style="list-style-type: none"> • a car seat • chopsticks • a perfume bottle • sunglasses
---	--

6. DESIGN: Spend one minute writing down all of the different words you associate with the word 'design'. Share your words with your partner(s) and talk about them. Together, put the words into different categories.

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

a. The designer of the iPad got a special award from the British Queen.	T / F
b. Jonathan Ive is now Sir Jonathan Ive.	T / F
c. Jonathan Ive has worked for Apple for over 20 years.	T / F
d. Ive and Apple co-founder Steve Jobs differed greatly on design ideas.	T / F
e. Ive wanted to be a designer after he left college with a degree in art.	T / F
f. Ive thinks he is lucky to be able to work with his Apple co-workers.	T / F
g. Steve Jobs treated Jonathan Ive the same as everybody else at Apple.	T / F
h. Six of Ive's designs are exhibits in New York's Museum of Modern Art.	T / F

2. SYNONYM MATCH: Match the following synonyms from the article.

1. honour (UK) / honor (US)	a. respected
2. enterprise	b. accountable
3. admired	c. totally
4. stylish	d. inventiveness

5. highly	e. lucky
6. absolutely	f. award
7. sincerely	g. contained
8. fortunate	h. elegant
9. answerable	i. very
10. housed	j. genuinely

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

1. the highest award the Queen	a. and sincerely grateful
2. services to design and	b. fortunate
3. the world's most	c. in design
4. Steve Jobs' passion for high quality	d. easy to use
5. highly functional and	e. can give to a citizen
6. I am both humbled	f. was to be a designer
7. his childhood dream	g. admired brand
8. I feel enormously	h. Museum of Modern Art
9. their shared understanding of simplicity	i. and stylish products
10. housed in a collection at the	j. enterprise

4. GAP FILL: Put the words into the gaps in the text.

Jonathan Ive, designer of Apple's best-(1) _____ iMacs, iPods, iPhones and iPads has (2) _____ a knighthood from Britain's Queen Elizabeth. This means he can now put "Sir" Jonathan on his (3) _____ cards. The honour is the highest award the Queen can give to a citizen. Sir Jonathan received it for his (4) _____ to design and enterprise – his iconic designs of Apple's products helped turn the Silicon Valley (5) _____ into the world's most admired (6) _____ and most valuable company. He has worked with Apple since the mid-1990s and is Senior Vice President of Industrial Design. He shared Apple co-(7) _____ Steve Jobs' passion for high quality and stylish products. Many of these have few buttons but are (8) _____ functional and easy to use.	brand business founder services selling highly received giant
	remarkable

<p>Ive said of his (9) _____: “To be recognized with this honour is (10) _____ thrilling and I am both humbled and sincerely grateful.” Ive told reporters his childhood dream was to be a designer, saying: “I discovered at an early age that (11) _____ I’ve ever wanted to do is design. I feel enormously (12) _____ that I continue to be able to design and make products with a truly (13) _____ group of people here at Apple.” Steve Jobs supposedly called Ive his “soul mate” because of their shared understanding of (14) _____ in design. He elevated the British designer to a special position within Apple, (15) _____ only to Jobs. Six of Ive’s works, including the original iPod, are (16) _____ in a collection at the Museum of Modern Art in New York.</p>	<p>all housed award fortunate absolutely answerable simplicity</p>
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1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words ‘iconic’ and ‘brand’.

<p>iconic</p>	<p>brand</p>
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- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none"> • received • business • turn • brand 	<ul style="list-style-type: none"> • both • dream • early • truly
---	---

<ul style="list-style-type: none"> • shared • highly 	<ul style="list-style-type: none"> • soul • collection
--	--

Jonathan Ive, designer of Apple’s (1) ____-selling iMacs, iPods, iPhones and iPads has received a knighthood from Britain’s Queen Elizabeth. This means he can now put “Sir” Jonathan on his business cards. The honour is the highest (2) ____ the Queen can give to a citizen. Sir Jonathan received it for his services to design and (3) ____ – his iconic designs of Apple’s products helped turn the Silicon Valley giant into the world’s most (4) ____ brand and most valuable company. He has worked with Apple since the (5) ____-1990s and is Senior Vice President of Industrial Design. He shared Apple co-founder Steve Jobs’ passion for high quality and stylish products. Many of these have few buttons but are (6) ____ functional and easy to use.

Ive said of his award: “To be recognized with this honour is absolutely (7) ____ and I am both humbled and sincerely grateful.” Ive told reporters his childhood dream was to be a designer, saying: “I discovered at an early age that all I’ve ever wanted to do is design. I feel enormously (8) ____ that I continue to be able to design and make products with a (9) ____ remarkable group of people here at Apple.” Steve Jobs supposedly called Ive his “soul mate” because of their shared understanding of simplicity (10) ____ design. He elevated the British designer to a special position within Apple, (11) ____ only to Jobs. Six of Ive’s works, including the original iPod, are (12) ____ in a collection at the Museum of Modern Art in New York.

Put the correct words from the table below in the above article.

1. (a) good	(b) better	(c) well	(d) best
2. (a) present	(b) award	(c) reward	(d) thing
3. (a) enterprise	(b) surprise	(c) reprise	(d) comprise
4. (a) admires	(b) admiring	(c) admired	(d) admire
5. (a) middle	(b) centre	(c) mid	(d) center
6. (a) high	(b) highly	(c) highs	(d) height
7. (a) thrilling	(b) spilling	(c) refilling	(d) unwilling
8. (a) luck	(b) fortunate	(c) good chance	(d) wealthy
9. (a) truthful	(b) truly	(c) true	(d) truth
10. (a) on	(b) at	(c) to	(d) in
11. (a) questioned	(b) replied	(c) answerable	(d) responded
12. (a) housed	(b) caved	(c) boated	(d) towered

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find out more about Apple products. Share what you discover with your partner(s) in the next lesson.

3. JONATHAN IVE: Make a poster about Apple's design guru Jonathan Ive. Show your work to your classmates in the next lesson. Did you all have similar things?

4. APPLE: Write a magazine article about the design of Apple's products. Include imaginary interviews with Jonathan Ive and someone who doesn't like the design of Apple products.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. LETTER: Write a letter to a design expert. Ask him/her three questions about Apple products. Give him/her three of your opinions. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

BRITISH TV BANS AUSTRALIAN TOURISM AD

British TV bosses have banned a commercial made by Australia's tourism industry. The ad will not be shown because of the words "bloody hell" in the slogan, "So where the bloody hell are you?" The question is an invite for Brits to take a vacation in Australia. However, the conservative advertising execs decided it was "bad" language and too rude for British ears. The colorful commercial highlights all the things Australia is famous for - lovely beaches, crystal clear ocean, aboriginal dancing and beer. British people can see the ad in full in cinemas, newspapers and on the Internet.

Australia's Tourism Minister Fran Bailey is shocked by the ban and said it was "comical". She added that research showed "the British [love] our...sense of humor". Tourism executive Scott Morrison is also amazed at the decision. However, the ban has given the "visit Australia" campaign a lot of free publicity. Some Aussies agree with the ban. One politician said: "People can usually say those things to somebody they know well...in this instance, we're talking to strangers of a different culture who I think may be offended."

1. MY COUNTRY: Write down five reasons for a tourist to visit your country and five reasons why a tourist might be disappointed in your country. Share what you wrote with your partner(s).

2. CHAT: In pairs / groups, decide which of these topics or words are most interesting and which are most boring.

TV / bosses / advertisements / tourism / Australia / bad language / lovely beaches / beer / comical things / sense of humor / amazement / publicity / different cultures

Have a chat about the topics you liked. For more conversation, change topics and partners frequently.

3. ADVERTISING: With your partner(s), talk about the points below. What do advertisers need to be careful about when making a TV commercial? How do you think these points might differ from country to country?

<ul style="list-style-type: none">• Language• Similarity to other ads• Use of people's race / color• Religion• Showing the human body	<ul style="list-style-type: none">• History• The use of animals• Talking about other countries• Making fun of politicians or royalty• Blood
---	---

4. MEDIA: In pairs / groups, discuss the advantages and disadvantages of using the following media to advertise a product or service:

<ul style="list-style-type: none">• Television	<ul style="list-style-type: none">• Newspapers
--	--

<ul style="list-style-type: none"> • Internet • Radio • Sporting events 	<ul style="list-style-type: none"> • Movies • Billboard posters • Leaflets handed out in the street
--	--

5. TV COMMERCIAL OPINIONS: Do you agree with the following opinions about TV commercials? Talk about them with your partner(s).

- a. TV commercials are the best way to advertise.
- b. TV commercials will always sell lots of products or services.
- c. Some TV commercials are better than TV programmes.
- d. The adverts from my country are better than those from other countries.
- e. I hate TV commercials.
- f. It's OK to use a little bad language in TV commercials.
- g. TV commercials are often full of lies about the things they advertise.
- h. TV channels that have no commercials are best.

6. TOURISM: Spend one minute writing down all of the different words you associate with the word "tourism". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

1. TRUE / FALSE: Look at the article's headline and guess whether these sentences are true (T) or false (F):

a. British TV execs banned an Australian ad because of bad language.	T / F
b. A slogan in the ad for Australian tourism talked about blood.	T / F
c. Britain's advertising execs are worried about British people's ears.	T / F
d. British people can see the banned ad in cinemas and in newspapers.	T / F
e. Australia's tourism minister said the ban was comical.	T / F
f. The minister said Brits loved the Aussie sense of humor.	T / F
g. An Australian politician said the ban was a terrible mistake.	T / F
h. Another politician said no one would be offended by the slogan.	T / F

2. SYNONYM MATCH: Match the following synonyms from the article:

a. shown	funny
b. ad	impolite
c. invite	surprised
d. rude	case
e. highlights	advert / advertisement
f. shocked	media attention
g. comical	displayed
h. publicity	stresses
i. instance	upset
j. offended	invitation

3. PHRASE MATCH: Match the following phrases from the article (sometimes more than one combination is possible):

a. British TV bosses have	with the ban
b. "So where the bloody	clear ocean
c. advertising execs decided it was "bad"	to somebody they know well
d. crystal	of humor
e. British people can see the ad	banned a commercial
f. the British [love] our... sense	publicity
g. a lot of free	who I think may be offended
h. Some Aussies agree	in full in cinemas
i. People can usually say those things	language and too rude
j. strangers of a different culture	are you?"

4. GAP FILL: Put the words in the column on the right into the gaps in the text.

British TV bosses have _____ a commercial made by Australia's tourism industry. The ad will not be _____ because of the words "bloody hell" in the _____, "So where the bloody hell are you?" The question is	<i>famous</i> <i>full</i> <i>slogan</i> <i>banned</i>
---	--

<p>an _____ for Brits to take a vacation in Australia. However, the conservative advertising _____ decided it was “bad” language and too rude for British ears. The colorful commercial highlights all the things Australia is _____ for - lovely beaches, _____ clear ocean, aboriginal dancing and beer. British people can see the ad in _____ in cinemas, newspapers and on the Internet.</p>	<p><i>execs</i> <i>crystal</i> <i>shown</i> <i>invite</i></p>
<p>Australia’s Tourism Minister Fran Bailey is _____ by the ban and said it was “comical”. She added that _____ showed “the British [love] our... _____ of humor”. Tourism executive Scott Morrison is also amazed at the _____. However, the ban has given the “visit Australia” _____ a lot of free publicity. Some Aussies _____ with the ban. One politician said: “People can usually say those things to _____ they know well...in this instance, we’re talking to strangers of a different culture who I think may be _____.”</p>	<p><i>decision</i> <i>research</i> <i>offended</i> <i>agree</i> <i>shocked</i> <i>campaign</i> <i>sense</i> <i>somebody</i></p>

1. WORD SEARCH: Look in your dictionaries / computer to find collocates, other meanings, information, synonyms ... for the words ‘**bloody**’ and ‘**hell**’.

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. STUDENT “TV COMMERCIAL” SURVEY: In pairs / groups, write down questions about TV commercials.

- Ask other classmates your questions and note down their answers.
- Go back to your original partner / group and compare your findings.
- Make mini-presentations to other groups on your findings.

6. TEST EACH OTHER: Look at the words below. With your partner, try to recall exactly how these were used in the text:

• banned	• comical
• invite	• sense
• execs	• amazed
• rude	• free
• clear	• agree
• full	• instance

TV COMMERCIALS: In pairs / groups, discuss whether the following ads are OK or not. Make a mini presentation about each ad.

Ad	Comments for your presentation
<p>1. AUSTRALIAN TOURISM</p> <p>A farmer is standing in front of Ayers Rock, holding a can of beer. He says, “Come to Australia. It’s a much better place than New Zealand.”</p>	
<p>2. BAN FUR</p> <p>A baby polar bear is being seen clubbed to death and skinned. There’s a lot of blood.</p> <p>Slogan: “Bloody fashion”</p>	
<p>3. HAMBURGER RESTAURANT</p> <p>Slogan: “There’s tons of cholesterol in our high calorie burgers... and boy do they taste GOOD!!”</p>	
<p>4. LANGUAGE SCHOOL</p> <p>Slogan: “Study without new method and be fluent in two and a half weeks.”</p>	
<p>5. ARMY RECRUITMENT:</p> <p>A warplane is dropping hundreds of bombs on a densely populated city. A man’s voice says: “Help fight for peace.”</p>	
<p>6. “YUM” CHOCOLTATE BAR:</p> <p>God is talking to his friend. He says: “And on the eighth day I made Yum chocolate.”</p>	

Change partners and talk about what you wrote with your previous partner(s).

Give your presentations.

1. **VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. **TOURISM:** Make a poster advertising the wonderful things about your country. Include all the things you want visitors to see. Show your poster to your classmates in the next lesson. Which poster(s) did you like most and why?

3. **THE SAME?** Write an essay on the differences between Britons, Australians, Americans, Canadians and New Zealanders? Are they all the same? Read what you wrote to your classmates in the next lesson. Did everyone have similar thoughts?

Discuss what was said in each presentation and vote on the best ones.

COCA-COLA UNVEILS NEW GLOBAL AD STRATEGY

Coca-Cola unveiled a new global ad strategy on December 8. The company wants to change its image and increase profits. There is a new slogan: “Welcome to the Coke side of life.” It replaces the three-year-old “Make it real” campaign, which analysts say was unsuccessful, despite a billion dollars of advertising. Coke is returning to its roots with the new campaign. There is a strong focus on the iconic shape of the old-fashioned Coke bottle. There will also be different versions of the slogan to reflect cultural tastes and lifestyles. These will be fine-tuned to specific markets.

Coke CEO Neville Isdell said the new global ad strategy should return the company to its former glories within eighteen months. Coke’s shares have lost almost 20 percent in value under Isdell’s control. He admitted that Coke needed to be more innovative. He has created new drinks and appointed a new marketing chief, Mary Minnick, to help the global brand. She outlined three new themes to appeal to customers – enjoyment, comfort and nutrition. She said: “We want Coke brands to be...an integral part of consumers’ everyday lives.” In January, Coca-Cola Blak, a cola-coffee blend, will start Coke’s new strategy.

1. COKE SEARCH: Talk to as many other students as you about Coca-Cola. After you have talked to lots of students, sit down with your partner(s) and share your information. Tell each other what you thought was interesting or surprising. What do you think of the Coca-Cola Company?

2. COKE SLOGANS: Coca-Cola always changes its slogans. What do you think about these past and present slogans? Why were they chosen?

- a. “The ideal brain tonic.” (1893)
- b. “Universal symbol of the American way of life.” (1943)
- c. “Hello Coke.” (1944)
- d. “Coke time.” (1954)
- e. “Coke... after Coke... after Coca-Cola.” (1966)
- f. “It’s the real thing.” (1970)
- g. “I’d like to buy the world a Coke.” (1971)
- h. “Welcome to the Coke side of life.” (2006)

3. CHAT: In pairs / groups, decide which of these topics or words are most interesting and which are most boring.

Coca-Cola / slogans / profits / campaigns / roots / the bright side of life / Coke bottles / innovation / enjoyment / comfort / nutrition / coffee-flavored cola

Have a chat about the topics you liked. For more conversation, change topics and partners frequently.

4. MY COLA LIFE: In pairs / groups, talk about your history with cola drinks. Did you drink a lot when you were a kid? Do you prefer Coke or Pepsi? Are you worried about colas being unhealthy?

5. FAMOUS SLOGANS: Discuss these slogans with your partner(s). Do you like them? Why are they good? Would (Do) they work in your country?

- a. "Don't leave home without it." – American Express
- b. "Just do it." – Nike
- c. "The ultimate driving machine." - BMW
- d. "Think different." – Apple Computer
- e. "Heineken refreshes the parts other beers cannot reach." – Heineken
- f. "A diamond is forever." - DeBeers
- g. "Put a tiger in your tank." - Esso
- h. "Say it with flowers." - Interflora

6. COCA-COLA: Spend one minute writing down all of the different words you associate with Coca-Cola. Share your words with your partner(s) and talk about them. Together, put the words into different categories.

1. TRUE / FALSE: Look at the article's headline and guess whether these sentences are true (T) or false (F):

a. Coke's new slogan is to help its image and increase profits.	T / F
b. The new slogan is "Welcome to the fizzy side of life".	T / F
c. Coke is going back to its roots with its new ad strategy.	T / F
d. Coke's taste will be fine-tuned for the global market as a whole.	T / F
e. Coke's CEO said it would take 18 years to return to former glories.	T / F
f. Coke's CEO said the company has lacked innovativeness.	T / F
g. Coke wants its drinks to be an integral part of consumers' daily lives.	T / F
h. Coke has produced a new cola-flavored coffee drink.	T / F

2. SYNONYM MATCH: Match the following synonyms from the article:

a. unveiled	installed
b. increase	advertisement

c. roots	mirror
d. old-fashioned	revealed
e. reflect	boost
f. ad	launch
g. former	basic
h. appointed	origins
i. integral	previous
j. start	traditional

3. PHRASE MATCH: Match the following phrases from the article (sometimes more than one combination is possible):

a. The company wants to change its	roots with the new campaign
b. unsuccessful, despite	to appeal to customers
c. Coke is returning to its	a billion dollars of advertising
d. the iconic shape of the	almost 20 percent in value
e. different versions of the slogan	to its former glories
f. return the company	marketing chief
g. Coke's shares have lost	image and increase profits
h. appointed a new	old-fashioned Coke bottle
i. She outlined three new themes	everyday lives
j. an integral part of consumers'	to reflect cultural tastes

WHOOPS: Delete the **five** incorrect words from the eight in bold in each paragraph. Think of better replacements.

Coca-Cola **unveiled** a new global ad strategy on December 8. The company wants to change its **damage** and increase profits. There is a new **slog**: "Welcome to the Coke side of life." It replaces the three-year-old "Make it real" campaign, which **analysts** say was unsuccessful, despite a billion dollars of advertising. Coke is returning to its **boots** with the new campaign. There is a strong focus on the **iconic** shape of the old-fashioned Coke bottle. There will also be different **verses** of the slogan to reflect cultural tastes and lifestyles. These will be fine-tuned to **space** markets.

Coke CEO Neville Isdell said the new global **bad** strategy should return the company to its **former** glories within eighteen months. Coke’s shares have lost almost 20 percent in value under Isdell’s **control**. He admitted that Coke needed to be more **innovative**. He has created new drinks and appointed a new marketing **chef**, Mary Minnick, to help the global brand. She outlined three new themes to appeal to customers – enjoyment, comfort and nutrition. She said: “We want Coke **bands** to be...an integral part of consumers’ **weekend** lives.” In January, Coca-Cola Blak, a cola-coffee blend, will **start** Coke’s new strategy.

1. WORD SEARCH: Look in your dictionaries / computer to find collocates, other meanings, information, synonyms ... for the words ‘global’ and ‘slogan’.

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. WHOOPS: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. STUDENT “SLOGAN” SURVEY: In pairs / groups, write down questions about Coca-Cola’s new slogan and the slogans of other brands.

- Ask other classmates your questions and note down their answers.
- Go back to your original partner / group and compare your findings.
- Make mini-presentations to other groups on your findings.

6. TEST EACH OTHER: Look at the words below. With your partner, try to recall exactly how these were used in the text:

• image	• former
• welcome	• shares
• unsuccessful	• innovative
• roots	• appointed
• bottle	• integrated
• fine-tuned	• blend

FINAL SLOGAN: You are a marketing executive for the Coca-Cola Company. You must choose one of the eight slogans below to be Coke’s final slogan, which it will use forever. Discuss each slogan in relation to the criteria below.

- a. “The ideal brain tonic.”
- b. “Universal symbol of the American way of life.”
- c. “Hello Coke.”
- d. “Coke time.”
- e. “Coke... after Coke... after Coca-Cola.”
- f. “It’s the real thing.”
- g. “I’d like to buy the world a Coke.”
- h. “Welcome to the Coke side of life.”

Criteria:

1. A good slogan is memorable.
2. A good slogan includes a key benefit of the product or service
3. A good slogan puts the product in a higher position than its competitor products.
4. A good slogan makes people instantly recognize the brand name.
5. A good slogan gives the consumer positive feelings about the brand.
6. A good slogan cannot be copied and used by a competitor.

For Discussion:

- Change partners. Explain your choice and reasons for deciding on your slogan.
- If your choices are different, try to persuade each other to accept your choice.
- If your choices are the same, explain why the other slogans weren’t as good.
- Return to your original partner(s). Make a presentation on why you believe your choice of slogan is best.
- Give your presentations to the class.

1. **VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google’s search field (or another search engine) to build up more associations / collocations of each word.

2. **INTERNET:** Search the Internet and find more information on the Coca-Cola Company. Share your findings with your class in the next lesson. Did you all find out similar things?

3. **SLOGAN CREATION:** Make a poster explaining how to make a good slogan. Include examples of good and bad slogans from real companies to illustrate your points. Explain why the slogans in your poster are good or bad. Show your posters to your classmates in your next lesson. Did you all think of similar things?

4. **MY SLOGAN:** Create a slogan to market yourself. Write your reasons for choosing the slogan. Show your slogan to your classmates in the next lesson. Do they think it's an effective slogan?

In pairs / groups, discuss the presentations and vote for the best one.

SHARE PRICES FALL AROUND THE WORLD

The world's major stock markets recorded large losses yesterday because of fears about the U.S. economy. Many American home-owners are having problems repaying their housing loans, and this is making investors worry that the US economy is slowing down. There was a large sell-off of shares on Wall Street, which saw its second-biggest drop in four years. This sent waves of panic around Asian and European markets, where share prices also fell sharply. Stocks in Japan, Hong Kong and South Korea dropped by more than two percent. Other Asian countries experienced bigger losses. Values in India, Singapore and the Philippines tumbled by over three percent. Europe did not escape. London's FTSE index and France's CAC 40 both lost 1.7 percent, while Germany's DAX was 1.8 per cent lower.

The poor performances follow bad times in Indian and Chinese trading last month, when both markets suffered heavy falls. However, analysts say that Asia's economies remain strong. They believe the recent declines in stock prices were simply corrections to cool markets that were becoming too hot. David Cohen, chief economist of the Action Economics consultancy in Singapore, said the current mini-crisis is only because of nervousness among investors. Many people are worried that the recent stock boom is over. They fear that the record prices of last year might now be at their peak and share prices would continue to tumble. Mr. Cohen thinks not. He predicts the markets will rebound and the world economy will continue to grow.

1. MONEY: Walk around the class and find out what other students think of money. Ask them (a) how their opinions have changed since they were a child and (b) what they think the world would be like without money. Sit with your partner(s) and share your findings.

2. CHAT: In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

stock markets / economies / homeowners / housing loans / Wall Street / waves / bad times / economists / crises / nervousness / investors / peaks / growth

Have a chat about the topics you liked. For more conversation, change topics and partners frequently.

3. STOCKS: With your partner(s), talk about which of these stocks you buy. Rate them from 1 (a must buy) to 10 (a definite no-no). Explain your ratings to your partner(s).

<ul style="list-style-type: none">• a tobacco company• a mobile phone company• a paper company• an airline• a Chinese bank	<ul style="list-style-type: none">• a nuclear power company• a company that makes guns• BreakingNewsEnglish.com• a fast food chain• the company that makes Viagra
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4. INVESTORS: Imagine you are an investor and your partner is an investment analyst. Decide how much money you have and what lifestyle you want. Together, talk about your future and how you could make a lot of money. Show your "investment plans" to other students to get their advice.

5. TWO-MINUTE DEBATES: Have these fun debates with your partners. Students A agree with the first argument; students B, the second. Change partners and topics every two minutes.

- a. Keeping your cash under the bed is the best. Vs. It's important to invest money.
- b. Stocks and shares are too risky. Vs. Most people make money from stocks.
- c. Investors are good people. Vs. Investors are greedy people.
- d. Money makes the world go round. Vs. Money is the root of all evil.
- e. Stock brokers get paid too little. Vs. Stock brokers get paid too much.
- f. Stock markets and shares are boring. Vs. Stocks and shares are interesting.

6. WALL STREET: Spend one minute writing down all of the different words you associate with Wall Street. Share your words with your partner(s) and talk about them. Together, put the words into different categories.

1. TRUE / FALSE: Look at the article's headline and guess whether these sentences are true (T) or false (F):

a. Stock markets around the world fell by record levels.	T / F
b. Fears about the U.S. economy was the reason for the falls.	T / F
c. The losses sent waves of panics around Asia and Europe.	T / F
d. European losses were generally smaller than Asian losses.	T / F
e. Indian and Chinese markets performed very well last month.	T / F
f. Analysts say Asian economies are in good shape.	T / F
g. An economist said the losses are corrections to strong markets.	T / F
h. The same economist said the world economy is set to decline.	T / F

2. SYNONYM MATCH: Match the following synonyms from the article:

a. fears	get away
b. housing loans	big
c. panic	bounce back
d. tumbled	mortgages
e. escape	calm down
f. heavy	concerns

g. declines	fell
h. cool	height
i. peak	alarm
j. rebound	falls

3. PHRASE MATCH: Match the following phrases from the article (sometimes more than one combination is possible):

a. stock markets recorded	experienced bigger losses
b. home-owners are having	that were becoming too hot
c. This sent waves of panic	will rebound
d. Other Asian countries	now be at their peak
e. The poor performances follow bad	around Asian and European markets
f. analysts say that Asia's	because of nervousness
g. corrections to cool markets	large losses yesterday
h. the current mini-crisis is only	economies remain strong
i. record prices of last year might	problems repaying their housing loans
j. He predicts the markets	times in Indian and Chinese trading

4. GAP FILL: Put the words into the gaps in the text.

<p>The world's _____ stock markets recorded large losses yesterday because of fears about the U.S. economy. Many American homeowners are having problems _____ their housing loans, and this is making investors worry that the US economy is slowing _____. There was a large sell-off of shares on Wall Street, which _____ its second-biggest drop in four years. This sent waves of panic around Asian and European markets, where share prices also _____ sharply. Stocks in Japan, Hong Kong and South Korea dropped by more than two percent. Other Asian countries experienced bigger _____. Values in India, Singapore and the Philippines tumbled by over three percent. Europe did not _____. London's FTSE index and France's CAC 40 both lost 1.7 percent, while Germany's DAX was 1.8 per cent _____.</p> <p>The poor performances _____ bad times in Indian and Chinese trading last</p>	<p><i>losses</i> <i>saw</i> <i>repaying</i> <i>lower</i> <i>major</i> <i>fell</i> <i>escape</i> <i>down</i></p> <p><i>continue</i> <i>heavy</i></p>
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<p>month, when both markets suffered _____ falls. However, analysts say that Asia's economies remain strong. They believe the recent _____ in stock prices were simply corrections to _____ markets that were becoming too hot. David Cohen, _____ economist of the Action Economics consultancy in Singapore, said the current mini-crisis is only because of nervousness among investors. Many people are worried that the recent stock _____ is over. They fear that the record prices of last year might now be at their peak and share prices would _____ to tumble. Mr. Cohen thinks _____. He predicts the markets will rebound and the world economy will continue to grow.</p>	<p><i>boom</i> <i>cool</i> <i>not</i> <i>follow</i> <i>chief</i> <i>declines</i></p>
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1. WORD SEARCH: Look in your dictionaries / computer to find collocates, other meanings, information, synonyms ... for the words ‘share’ and ‘price’.

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. STUDENT “STOCK MARKET” SURVEY: In pairs / groups, write down questions about stocks, shares and investments.

- Ask other classmates your questions and note down their answers.
- Go back to your original partner / group and compare your findings.
- Make mini-presentations to other groups on your findings.

6. TEST EACH OTHER: Look at the words below. With your partner, try to recall exactly how these were used in the text:

<ul style="list-style-type: none"> • recorded • problems • sent • sharply • tumbled 	<ul style="list-style-type: none"> • heavy • cool • chief • boom • peak
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• escape	• grow
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INVESTMENTS: You are an investment expert. Talk with the other “investment experts” in your group. Decide which is the best combination of these investments to make a portfolio and why – choose just four. Change partners and show each other your recommendations. Whose is best?

The Investments	Your opinion of them
Stocks and shares	
Property in China	
Gold	
US Dollars	
Art	
Your idea _____	

CORRECT WORD: Put the correct words from a–d below in the article.

The world’s (1) ____ stock markets recorded large losses yesterday because of fears about the U.S. economy. Many American homeowners are having problems repaying their housing (2) ____, and this is making investors worry that the US economy is slowing down. There was a large sell-(1) ____ of shares on Wall Street, which saw its second-biggest drop in four years. This sent waves of panic around Asian and European markets, where share prices also fell (4) _____. Stocks in Japan, Hong Kong and South Korea dropped by more than two percent. Other Asian countries experienced bigger losses. Values in India, Singapore and the Philippines tumbled (5) ____ over three percent. Europe did not escape. London’s FTSE index and France’s CAC 40 both lost 1.7 percent, (6) ____ Germany’s DAX was 1.8 per cent lower.

The poor performances follow bad times in Indian and Chinese trading last month, when both markets suffered (7) ____ falls. However, analysts say that Asia’s economies (8) ____ strong. They believe the recent declines in stock prices were simply corrections to cool markets that were becoming too (9) _____. David Cohen, chief economist of the Action Economics consultancy in Singapore, said the current mini-crisis is only because of nervousness (10) ____ investors. Many people are worried that the recent stock boom is over. They fear that the record prices of last year might now be (11) ____ their peak and share prices would continue to tumble. Mr. Cohen thinks not. He predicts the markets will rebound and the world economy will continue to (12) _____.

1. (a) mayor	(b) majority	(c) major	(d) minor
2. (a) lanes	(b) loans	(c) lends	(d) borrows
3. (a) off	(b) on	(c) in	(d) out
4. (a) sharp	(b) sharply	(c) shape	(d) bluntly
5. (a) from	(b) with	(c) as	(d) by
6. (a) while	(b) when	(c) wherever	(d) where
7. (a) heavily	(b) heavy	(c) heaviness	(d) heavies
8. (a) remaining	(b) still	(c) remain	(d) survive
9. (a) overheating	(b) warmth	(c) heat	(d) hot
10. (a) both	(b) all	(c) among	(d) surrounded
11. (a) inside	(b) in	(c) on	(d) at
12. (a) grow	(b) growing	(c) growth	(d) grows

- VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.
- INTERNET:** Search the Internet and find more information about stock markets. Talk about what you discover with your partner(s) in the next lesson.
- LITERATURE POSTER:** Make a poster about the different stock markets of the world. What is the history of Wall Street, the SENSEX, the CAC 40, etc? Show your poster to your class in the next lesson. Vote on the best one(s).
- MAGAZINE ARTICLE:** Write a magazine article about investments. Read what you wrote to your classmates in the next lesson. Which article was best and why?
- LETTER:** You want to invest in stocks and shares. Write a letter to an investment analyst. Ask him/her for advice on three different worries you have. Tell him/her what you want to invest in. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

US FAT CATS QUIZZED OVER HIGH SALARIES

Three former CEOs of U.S. banking giants are currently facing tough questions by American lawmakers over the size of their salaries. In particular, why their earnings, bonuses and leaving packages were so high when the companies they headed were doing so poorly. Ex-Merrill Lynch CEO E. Stanley O’Neal and Citigroup’s Charles O. Prince III resigned from their companies in late 2007 with million-dollar golden goodbyes. This is despite the fact that the corporations they headed lost billions of dollars and low-income homeowners lost their homes in America’s housing collapse. Democrat Henry A. Waxman said America was an unequal society. “Most Americans live in a world where economic security is [uncertain] and there are real economic consequences for failure. But our nation’s top executives seem to live by a different set of rules, he said.

Many Democrat politicians focused on why top executives were paid so well when their decisions led to huge, billion-dollar losses. One concerned committee member asked: “When companies fail to perform, should they give millions of dollars to their senior executives?” Republicans defended the executives and asked questions of their own. Darrel E Issa from California wondered why the CEOs were being targeted as “bad guys”. Mr Issa said the executives also suffered because the value of the hundreds of millions of dollars they received in stocks went down when share values plummeted. A majority of Americans believe that their business leaders are highly overpaid. CEOs earn about 600 times more than the average American worker. This figure has rocketed from 1980 levels, when CEOs earned just 40 times more than Jo Public.

1. SALARIES: Walk around the class and talk to other students about salaries. Change partners often. After you finish, sit with your original partner(s) and share what you found out.
2. CHAT: In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

CEO / tough questions / bonuses / golden goodbyes / homeowners / failure / politicians / billion-dollar losses / bad guys / share values / being overpaid

Have a chat about the topics you liked. Change topics and partners frequently.

3. PAY: Which job should get the highest salary / benefits? With your partner(s), fill in this table. Change partners and share your ideas.

Job	Salary	Holidays	Working hours	Overtime
Bank CEO				
Nation’s president				
English teacher				
Movie star				

Heart surgeo				
Farmer				

4. MESSING UP: What should happen to CEOs who mess up big time? Talk with your partner(s) about these cases. Do they happen in real life? Make up some stories about them. Change partners and share your ideas.

- a. CEO loses company billions of dollars
- b. CEO caught putting company profits into own bank account
- c. CEO gives jobs to friends
- d. CEO tells company secrets to biggest rival
- e. CEO has relationship with a married employee
- f. CEO lies about a decision that caused an environmental disaster

5. EXECUTIVES: Spend one minute writing down all of the different words you associate with the word ‘executives’. Share your words with your partner(s) and talk about them. Together, put the words into different categories.

6. QUICK ROLE PLAY: Students A strongly believe that there should be no limit on CEO salaries; Students B strongly believe it is wrong for a CEO to be paid millions of dollars. Change partners again and talk about your roles and conversations.

1. TRUE / FALSE: Look at the article’s headline and guess whether these sentences are true (T) or false (F):

a. Lions and tigers in U.S. zoos are to start getting a salary.	T / F
b. U.S. CEOs were well paid even though their companies did badly.	T / F
c. Two CEOs got million-dollar leaving gifts from their companies.	T / F
d. A U.S. politician said all American workers live by the same rules.	T / F
e. Democrat politicians asked why CEOs always got huge salaries.	T / F
f. A Republican politician said CEOs were the bad guys in business.	T / F
g. Most Americans think CEO salaries are fair and not too high.	T / F
h. CEOs earn 600 times more than the average American worker.	T / F

2. SYNONYM MATCH: Match the following synonyms from the article:

1. former	a. led
2. tough	b. resulted in
3. headed	c. cave-in
4. collapse	d. nosedived
5. consequences	e. bulk
6. led to	f. ex
7. targeted	g. effects
8. plummeted	h. tricky
9. majority	i. gone through the roof
10. rocketed	j. singled out

3. PHRASE MATCH: Match the following phrases from the article (sometimes more than one combination is possible):

1. facing	a. goodbyes
2. million-dollar golden	b. a different set of rules
3. lost their homes in America's	c. plummeted
4. live in a world where economic	d. are highly overpaid
5. executives seem to live by	e. housing collapse
6. their decisions led to huge,	f. tough questions
7. CEOs were being targeted	g. billion-dollar losses
8. share values	h. from 1980 levels
9. Americans believe their business leaders	i. security is uncertain
10. This figure has rocketed	j. as "bad guys"

4. GAP FILL: Put the words into the gaps in the text.

<p>Three former CEOs of U.S. banking giants are currently _____ tough questions by American lawmakers over the size of their salaries. In particular, why their earnings, _____ and leaving packages were so high when the companies they headed were doing so _____. Ex-Merrill Lynch CEO E. Stanley O’Neal and Citigroup’s Charles O. Prince III resigned from their companies in late 2007 with million-dollar golden _____. This is despite the fact that the _____ they headed lost billions of dollars and low-income homeowners lost their homes in America’s housing _____. Democrat Henry A. Waxman said America was an unequal society. “Most Americans live in a world where economic _____ is [uncertain] and there are real economic consequences for failure. But our nation’s top executives seem to live by a different _____ of rules, he said.</p> <p>Many Democrat politicians focused on why _____ executives were paid so well when their decisions led to huge, billion-dollar losses. One _____ committee member asked: “When companies fail to _____, should they give millions of dollars to their senior executives?” Republicans _____ the executives and asked questions of their own. Darrel E Issa from California wondered why the CEOs were being _____ as “bad guys”. Mr Issa said the executives also suffered because the value of the hundreds of millions of dollars they received in stocks went down when share _____ plummeted. A majority of Americans believe that their business leaders are _____ overpaid. CEOs earn about 600 times more than the average American worker. This figure has _____ from 1980 levels, when CEOs earned just 40 times more than Jo Public.</p>	<p><i>security</i> <i>bonuses</i> <i>collapse</i> <i>goodbyes</i> <i>facing</i> <i>set</i> <i>corporations</i> <i>poorly</i></p> <p><i>values</i> <i>defended</i> <i>concerned</i> <i>rocketed</i> <i>top</i> <i>targeted</i> <i>highly</i> <i>perform</i></p>
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1. WORD SEARCH: Look in your dictionaries / computer to find collocates, other meanings, information, synonyms ... for the words ‘fat’ and ‘cat’.

<p>fat</p>	<p>cat</p>
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- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall exactly how these were used in the text:

<ul style="list-style-type: none">• tough• packages• late• collapse• unequal• rules	<ul style="list-style-type: none">• focused• perform• questions• plummeted• highly• levels
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CORRECT WORD: Put the correct words from a–d below in the article.

Three former CEOs of U.S. banking (1) ____ are currently facing tough questions by American lawmakers (2) ____ the size of their salaries. In particular, why their earnings, bonuses and leaving packages were so high when the companies they headed were doing so (3) _____. Ex-Merrill Lynch CEO E. Stanley O’Neal and Citigroup’s Charles O. Prince III resigned from their companies in late 2007 with million-dollar golden goodbyes. This is (4) ____ the fact that the corporations they headed lost billions of dollars and low-income homeowners lost their homes in America’s housing collapse. Democrat Henry A. Waxman said America was an (5) ____ society. “Most Americans live in a world where economic security is [uncertain] and there are real economic consequences for failure. But our nation’s top executives seem to live by a different (6) ____ of rules, he said.

Many Democrat politicians focused (7) ____ why top executives were paid so well when their decisions led to huge, billion-dollar losses. One concerned committee member asked: “When companies (8) ____ to perform, should they give millions of dollars to their senior executives?” Republicans defended the executives and asked questions of their (9) _____. Darrel E Issa from California wondered why the CEOs were being targeted as “bad guys”. Mr Issa said the executives also (10) ____ because the value of the hundreds of millions of dollars they received in stocks went down when share values plummeted. A majority of Americans believe that their business leaders are (11) ____ overpaid. CEOs earn about 600 times more than the average American worker. This (12) ____ has rocketed from 1980 levels, when CEOs earned just 40 times more than Jo Public.

1. (a) giant	(b) giant-sized	(c) gigantic	(d) giants
2. (a) under	(b) inside	(c) over	(d) outside
3. (a) poverty	(b) poorly	(c) poor	(d) poorest
4. (a) despite	(b) spite	(c) in spite	(d) despise
5. (a) inequality	(b) equals	(c) unequal	(d) equity
6. (a) settings	(b) setting	(c) sets	(d) set
7. (a) in	(b) on	(c) with	(d) as to
8. (a) fail	(b) fall	(c) feel	(d) fault
9. (a) themselves	(b) own	(c) them	(d) owners
10. (a) suffers	(b) suffering	(c) suffered	(d) sufferable
11. (a) highly	(b) higher	(c) height	(d) highest
12. (a) figurine	(b) figured	(c) figures	(d) figure

1. **VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. **INTERNET:** Search the Internet and find out about America's sub-prime crisis and housing collapse. Share what you discover with your partner(s) in the next lesson.

3. **CEOs:** Make a poster about two CEOs. Show your work to your classmates in the next lesson. Did you all have similar things?

4. **DIFFERENT SETS OF RULES:** Write a magazine article about two very different people in your society who live by different sets of rules. Include imaginary interviews them.

Read what you wrote to your classmates in the next lesson. Write down new words and expressions.

5. **LETTER:** Write a letter to a CEO. Ask her/him three questions about her/his job. Give her/him your thoughts on her/his multi-million-dollar salary. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

APPLE RICHER THAN THE U.S. GOVERNMENT

Strange but true – the technology giant Apple now officially has more money than the U.S. government, and significantly less debt. America’s Treasury Department shows that the country has an operating cash balance of \$73.7 billion while Apple’s most recent financial reports show a healthier bank balance of \$76.4 billion. This incredible state of affairs has resulted in CNN to joke that the U.S. government should start selling iPads to help serve the American people. Or perhaps Apple CEO Steve Jobs should become president of the USA? Another financial difference between the world’s largest economy and the hugely successful Apple is its debt ratio. The U.S. government currently spends \$200 billion a month more than it receives. Conversely, Apple takes in far more than it spends.

The U.S. government is in a severe financial crisis, which is having an impact on the world’s financial markets. It is desperately trying to avoid defaulting on its debt. President Barack Obama has tried for weeks to get the opposition Republican Party to agree to raise the country’s debt ceiling. He says America must do this and borrow more money to be able to pay its way at home and around the world. The country is in grave danger of running out of money. This would mean public workers getting no salaries and the country would struggle to meet its international financial commitments. Such a situation could see the dollar crash, leading to a possible second global financial crisis in five years. Obama told the Republicans, “to step up and show the leadership that the American people expect”.

WARM-UPS

1. DEBT: Walk around the class and talk to other students about debt. Change partners often. Sit with your first partner(s) and share your findings.
2. CHAT: In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

strange / technology giant / bank balance / iPad / CEO / world’s largest economy / financial crisis / defaulting / debt ceiling / borrow money / struggle / leadership

Have a chat about the topics you liked. Change topics and partners frequently.

3. STRANGE BUT TRUE: Complete this table with your partner(s). Change partners and share what you wrote. Change and share again.

	The story
Thai official world language	
Potato solves global warming	
Computer wins Nobel Prize	
Apple becomes a country	

Overnight world peace	
Disease disappears	

4. CRISIS: Students A strongly believe America's debt crisis will soon be over; Students B strongly disagree. Change partners again and talk about your conversations.

5. SPENDING: How should a government use taxpayers' money? Rank these and share your rankings with your partner. Put the most important at the top. Change partners and share your rankings again.

<ul style="list-style-type: none"> • police • roads • pensions • army 	<ul style="list-style-type: none"> education medical research unemployment payouts information technology
---	---

6. GIANT: Spend one minute writing down all of the different words you associate with the word 'giant'. Share your words with your partner(s) and talk about them. Together, put the words into different categories.

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

a. The tech company Apple has more money than the U.S. government.	T / F
b. Apple has more debt than the U.S. government.	T / F
c. The government is considering selling iPads to its citizens.	T / F
d. America spends around \$200 billion a month more than it receives.	T / F
e. America's crisis is not affecting global financial markets.	T / F
f. America's Republican Party wants to raise the country's debt ceiling.	T / F
g. America could soon run out of money.	T / F
h. The dollar could be in serious trouble if the crisis continues.	T / F

2. SYNONYM MATCH: Match the following synonyms from the article.

1. giant	a. amazing
2. significantly	b. resulting in
3. incredible	c. on the other hand

4. state of affairs	d. colossus
5. conversely	e. frantically
6. impact	f. serious
7. desperately	g. considerably
8. grave	h. promises
9. commitments	i. situation
10. leading to	j. effect

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

1. Strange but	a. commitments
2. significantly less	b. ratio
3. incredible state	c. out of money
4. debt	d. debt
5. Apple takes in far	e. crisis
6. in a severe financial	f. leadership
7. raise the country's debt	g. true
8. in grave danger of running	h. of affairs
9. financial	i. ceiling
10. step up and show the	j. more than it spends

OVERTIME BECOMES PART OF HOLIDAY PAY

Companies in the UK face a multibillion-dollar bill after a court ruled that overtime should be a factor in the calculation of holiday pay. This means the more overtime a worker does, the higher his or her holiday pay should be. An employment tribunal said it was wrong for companies just to consider basic working hours when determining holiday pay. It ruled that thousands of companies must recalculate their holiday pay. Tens of thousands of workers can now make claims from their employers backdated to as long ago as 1998. The tribunal also stipulated that voluntary overtime and time spent being on stand-by for emergency call-outs should be included when calculating holiday pay.

Over 15 per cent of British workers do overtime. The British government has said the new change in employment law is unacceptable and "ludicrous". It said: "We do not believe voluntary overtime should be included in holiday pay and are concerned about the potential impact on employers." An organisation of British companies said the cost to businesses will be "unbearable" and may have serious implications for Britain's economy. A labour union was pleased with the tribunal's announcement. It said: "This ruling not only secures justice for our members who were short-changed, but means employers have got to get their house in order." It said it would fight for workers to "receive their full entitlement".

WARM-UPS

1. **HOLIDAY PAY:** Students walk around the class and talk to other students about holiday pay. Change partners often and share your findings.
2. **CHAT:** In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life

multibillion-dollar bill / calculation / employment / working hours / voluntary / overtime / unacceptable / concerned / impact / businesses / serious implications / justice / fight

Have a chat about the topics you liked. Change topics and partners frequently.

3. **WORKING:** What new laws should there be regarding these working issues? Complete this table with your partner(s). Change partners often and share what you wrote.

	Good things now	Bad things now	Changes
Contracts			
Overtime			
Holidays			
Training			
Sick days			

Performance			
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4. OVERTIME PAY: Students A strongly believe overtime pay should be double the rate of normal time; Students B strongly believe that's too much. Change partners again and talk about your conversations.

5. WORKING CONDITIONS: Rank these with your partner. Put the most important at the top. Change partners often and share your rankings.

<ul style="list-style-type: none"> • salary • health cover • good desk • training 	<ul style="list-style-type: none"> • chances for promotion • holidays • good boss • nice colleagues
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6. PAY: Spend one minute writing down all of the different words you associate with the word "pay". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

a. UK companies face repaying millions of dollars of tax to workers.	T / F
b. A tribunal said it was wrong not to consider overtime in holiday pay.	T / F
c. Workers will be able to receive pay dating back to 1998.	T / F
d. Stand-by time for emergency call-outs will not be part of holiday pay.	T / F
e. The British government fully backs the new law.	T / F
f. A business organization worried the law could worsen the economy.	T / F
g. A labour union was angry with the tribunal's decision.	T / F
h. The union said it would fight to protect the government's rights.	T / F

2. SYNONYM MATCH: Match the following synonyms from the article.

1. ruled	a. working out
2. consider	b. specified
3. claims	c. cheated
4. stipulated	d. requests

5. calculating	e. harm
6. ludicrous	f. effect
7. cost	g. decided
8. impact	h. right
9. short-changed	i. ridiculous
10. entitlement	j. think of

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

1. Companies in the UK face a	a. overtime
2. a factor in the calculation	b. working hours
3. consider basic	c. were short-changed
4. backdated to	d. impact on employers
5. time spent being	e. of holiday pay
6. voluntary	f. entitlement
7. concerned about the potential	g. on stand-by
8. serious implications	h. multibillion-dollar bill
9. members who	i. for Britain's economy
10. receive their full	j. as long ago as 1998

4. GAP FILL

<p>Companies in the UK face a multibillion-dollar (1) _____ after a court ruled that overtime should be a (2) _____ in the calculation of holiday pay. This (3) _____ the more overtime a worker does, the higher his or her holiday pay should be. An employment tribunal said it was wrong for companies just to consider (4) _____ working hours when determining holiday pay. It ruled that thousands of companies must (5) _____ their holiday pay. Tens of thousands of workers can now make (6) _____ from their employers backdated to as long ago as 1998. The tribunal also (7) _____ that voluntary overtime and time (8) _____ being on stand-by for emergency call-outs should be included when calculating holiday pay.</p> <p>Over 15 per cent of British workers do (9) _____. The British government</p>	<p><i>means</i> <i>claims</i> <i>bill</i> <i>spent</i> <i>basic</i> <i>factor</i> <i>stipulated</i> <i>recalculate</i></p> <p><i>implications</i> <i>overtime</i></p>
---	---

<p>has said the new change in employment law is (10) _____ and "ludicrous". It said: "We do not believe voluntary overtime should be included in holiday pay and are concerned about the (11) _____ impact on employers." An organisation of British companies said the (12) _____ to businesses will be "unbearable" and may have serious (13) _____ for Britain's economy. A labour union was pleased with the tribunal's announcement. It said: "This ruling not only secures (14) _____ for our members who were short-changed, but means employers have got to get their (15) _____ in order." It said it would fight for workers to "receive their (16) _____ entitlement".</p>	<p><i>house</i> <i>unacceptable</i> <i>cost</i> <i>full</i> <i>potential</i> <i>justice</i></p>
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COMPREHENSION QUESTIONS

1. How much of a bill could British companies face for holiday pay?
2. What did a tribunal say it was wrong for companies to consider?
3. How many companies now need to recalculate their holiday pay?
4. From how long ago can workers claim backdated pay?
5. What else is now part of holiday pay besides voluntary overtime?
6. What percentage of British workers do overtime?
7. Who said the change in employment law was "ludicrous"?
8. What did a business organization say there might be implications for?
9. Who was pleased with the new law?
10. What did a labour union say employers had to get in order?

MULTIPLE CHOICE – QUIZ

1. How much of a bill could British companies face for holiday pay?
 - a) a multiple-quadrillion-dollar bill
 - b) a multimillion-dollar bill
 - c) a multitrillion-dollar bill
 - d) a multibillion-dollar bill

2. What did a tribunal say it was wrong for companies to consider?
 - a) not paying overtime

- b) just basic working hours
- c) protesting against the law
- d) themselves

3. How many companies now need to recalculate their holiday pay?

- a) hundreds of thousands
- b) 17,872
- c) thousands
- d) millions

4. From how long ago can workers claim backdated pay?

- a) 1998
- b) 2002
- c) 2006
- d) 2008

5. What else is now part of holiday pay besides voluntary overtime?

- a) hotels and flights
- b) tax breaks
- c) stand-by for emergency call-outs
- d) standing room only

6. What percentage of British workers do overtime?

- a) 14
- b) 15
- c) 13
- d) 16

7. Who said the change in employment law was "ludicrous"?

- a) Workers of the World Unite
- b) labour unions
- c) Joe Bloggs
- d) Britain's government

8. What did a business organisation say there might be implications for?

- a) Britain's economy
- b) workers
- c) overtime being banned
- d) national holidays

9. Who was pleased with the new law?

- a) Jo Bloggs
- b) people who refuse to do overtime
- c) a labour union
- d) Britain's government

10. What did a labour union say employers had to get in order?

- a) their numbers
- b) their house
- c) who is to be paid first
- d) documentation

ROLE PLAY

Role A – Health cover

You think health cover is the most important thing in a job. Tell the others three reasons why. Give three reasons why their things aren't so important. Also, tell the others which is the least important of these (and why): a good desk, a nice boss or chances for promotion.

Role B – A good desk

You think a good desk is the most important thing in a job. Tell the others three reasons why. Give three reasons why their things aren't so important. Also, tell the others which is the least important of these (and why): health cover, a nice boss or chances for promotion.

Role C – A nice boss

You think a nice boss is the most important thing in a job. Tell the others three reasons why. Give three reasons why their things aren't so important. Also, tell the others which is the least important of these (and why): a good desk, health cover or chances for promotion.

Role D – Chances for promotion

You think the chance for promotion is the most important thing in a job. Tell the others three reasons why. Give three reasons why their things aren't so important. Also, tell the others which is the least important of these (and why): a good desk, a nice boss or health cover.

AFTER READING

1. **WORD SEARCH:** Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'holiday' and 'pay'.

holiday	pay
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- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. **ARTICLE QUESTIONS:** Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.

- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none"> • court • higher • wrong • tens • 1998 • emergency 	<ul style="list-style-type: none"> • 15 • change • impact • serious • short • full
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LANGUAGE – CLOZE

Companies in the UK (1) ____ a multibillion-dollar bill after a court ruled that overtime should be a (2) ____ in the calculation of holiday pay. This means the more overtime a worker does, the higher his or her holiday pay should be. An employment tribunal said it was wrong for companies (3) ____ to consider basic working hours when (4) ____ holiday pay. It ruled that thousands of companies must recalculate their holiday pay. Tens of thousands of workers can now make (5) ____ from their employers backdated to as long ago as 1998. The tribunal also stipulated that voluntary overtime and time spent being (6) ____ stand-by for emergency call-outs should be included when calculating holiday pay.

Over 15 per cent of British workers do overtime. The British government has said the new change (7) ____ employment law is unacceptable and "ludicrous". It said: "We do not believe voluntary overtime should be included in holiday pay and are concerned about the (8) ____ impact on employers." An organisation of British companies said the cost to businesses will be "unbearable" and may have (9) ____ implications for Britain's economy. A labour union was (10) ____ with the tribunal's announcement. It said: "This ruling not only secures justice for our members who were (11) ____-changed, but means employers have got to get their house in order." It said it would fight for workers to "receive their (12) ____ entitlement".

Put the correct words from the table below in the above article.

1. (a) skull	(b) face	(c) ear	(d) head
2. (a) factory	(b) factor	(c) fraction	(d) fractious
3. (a) adjust	(b) justly	(c) justice	(d) just
4.(a)reminding	(b)determining	(c)remonstrating	(d) ongoing

5. (a) calms	(b) claims	(c) clams	(d) climbs
6. (a) to	(b) for	(c) on	(d) from
7. (a) as	(b) at	(c) in	(d) by
8. (a) forecast	(b) likened	(c) potential	(d) possibly
9. (a) series	(b) seriousness	(c) cereal	(d) serious
10. (a) pleasant	(b) pleasure	(c) pleasing	(d) pleased
11. (a) short	(b) un	(c) so	(d) tall
12. (a) packed	(b) stuffed	(c) full	(d) bursting

SPELLING

Paragraph 1

1. Companies in the UK face a niilllumtobi-dollar
2. the lintcuaaclo of holiday pay
3. meiinegrtdn holiday pay
4. kaddtaceb to as long ago as 1998
5. rauoyvlnt overtime
6. meengyecr call-outs

Paragraph 2

7. unacceptable and liudrcsuo
8. the itepltona impact on employers
9. the cost to businesses will be "naauebelbr"
10. serious ainliscipmot
11. secures suiejtc for our members
12. receive their full emeeintttnl

PUT THE TEXT BACK TOGETHER

Number these lines in the correct order.

()	get their house in order." It said it would fight for workers to "receive their full entitlement".
()	Over 15 per cent of British workers do overtime. The British government has said the new
()	be a factor in the calculation of holiday pay. This means the more overtime a worker does, the higher
()	implications for Britain's economy. A labour union was pleased with the tribunal's announcement. It said: "This
()	to as long ago as 1998. The tribunal also stipulated that voluntary
()	change in employment law is unacceptable and "ludicrous". It said: "We do not believe voluntary overtime should
()	be included in holiday pay and are concerned about the potential impact on employers." An organisation
()	his or her holiday pay should be. An employment tribunal said it was wrong for companies just to consider basic
()	working hours when determining holiday pay. It ruled that thousands of companies must
()	ruling not only secures justice for our members who were short-changed, but means employers have got to
()	recalculate their holiday pay. Tens of thousands of workers can now make claims from their employers backdated
(1)	Companies in the UK face a multibillion-dollar bill after a court ruled that overtime should
()	of British companies said the cost to businesses will be "unbearable" and may have serious
()	overtime and time spent being on stand-by for emergency call-outs should be included when calculating holiday pay.

PUT THE WORDS IN THE RIGHT ORDER

1.	Dollar bill Companies in the UK face a multibillion - .
2.	in factor a be should Overtime pay holiday of calculation the .

3.	holiday companies pay must recalculate Thousands their of .
4.	of workers make Tens of now thousands can claims .
5.	on Time - for stand spent outs emergency - being call by .
6.	of do Over cent workers per British overtime 15 .
7.	We believe should not overtime included do voluntary be .
8.	about Concerned employers on impact potential the .
9.	implications serious have May economy Britain's for .
10.	got their order have get in Employers to house .

CIRCLE THE CORRECT WORD (20 PAIRS)

Companies in the UK *face / head* a multibillion-dollar bill after a court ruled that overtime should be a *factor / fraction* in the calculation of holiday pay. This means the more overtime a worker *doing / does*, the higher his or her holiday pay *shouldn't / should* be. An employment tribunal said it was wrong for companies just to consider *basically / basic* working hours when determining / determination holiday pay. It ruled that thousands of companies must recalculate their holiday pay. Tens *for / of* thousands of workers can now make *claims / calms* from their employers backdated to as long ago as 1998. The tribunal also stipulated that *voluntary / volunteers* overtime and time spent being *on / in* stand-by for emergency call-outs should be included when calculating holiday pay.

Over 15 per cent of British workers *do / act* overtime. The British government has said the new change in employment *lawyers / law* is unacceptable and "*ludicrous*" / "*luscious*". It said: "We do not believe voluntary overtime should be *included / includes* in holiday pay and are concerned about the potential impact *on / by* employers." An organisation of British companies said the *cost / costly* to businesses will be "unbearable" and may have *series / serious* implications for Britain's economy. A labour union was *pleased / pleasing* with the tribunal's announcement. It said: "This ruling not *really / only* secures justice for our members who were short-changed, but means employers have got to get their house in order." It said it would fight for workers to "receive their *full / fully* entitlement".

Talk about the connection between each pair of words in italics, and why the correct word is correct.

Write about **holiday pay** for 10 minutes. Comment on your partner's paper.

HOMEWORK

1. **VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.
2. **INTERNET:** Search the Internet and find out more about holiday pay. Share what you discover with your partner(s) in the next lesson.
3. **HOLIDAY PAY:** Make a poster about holiday pay. Show your work to your classmates in the next lesson. Did you all have similar things?
4. **OVERTIME:** Write a magazine article about overtime. Include imaginary interviews with people who are for and against it.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).
5. **WHAT HAPPENED NEXT?** Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.
6. **LETTER:** Write a letter to an employment expert. Ask him/her three questions about holiday pay. Give him/her three of your ideas on how to make the system better. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

UNEMPLOYED YOUNG PEOPLE VERY STRESSED

A new survey from Britain shows that a third of young, unemployed people regularly "fall apart" emotionally. They are so stressed or unhappy that they cannot control their emotions, so they have problems living a "normal" life. The survey is from a youth charity called the Prince's Trust. Its researchers asked questions to 2,200 people who did not have a job. Almost half of them said they often felt anxious about everyday situations, and that they tried not to meet new people. One in eight of those surveyed said they were too stressed to leave the house. The charity said: "Thousands of young people feel like prisoners in their own homes. Without the right support, these young people become socially isolated."

Many of these young people struggle with day-to-day life, which means they find it more and more difficult to find a job. Britain's Employment Minister Esther McVey said: "Our young people are some of the best and most talented in the world." She said it was important to try and match these people with the right jobs. Researcher David Fass added: "Young people are our future and it is important that we invest in them and provide them with the tools they need to reach their full potential." Jack, 25, explained how hard it was for him to be unemployed. He said: "I would wake up and wouldn't want to leave the house. I stopped speaking to my friends and I had absolutely no confidence speaking to people."

WARM-UPS

1. **BEING UNEMPLOYED:** Students walk around the class and talk to other students about being unemployed. Change partners often and share your findings.
2. **CHAT:** In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

survey / unemployed / fall apart / stressed / emotions / charity / prisoners / isolated / struggle / day-to-day life / talented / our future / full potential / speaking / confidence

Have a chat about the topics you liked. Change topics and partners frequently.

3. **STRESS:** How can we help unemployed people with these stressful things? Complete this table with your partner(s). Change partners often and share what you wrote.

	The problems	How we can help
Bills		
Boredom		
School fees		
Job interviews		
No confidence		

Social isolation		
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4. NORMAL LIFE: Students A strongly believe no one lives a "normal" life; Students B strongly believe most people lead a normal life. Change partners again and talk about your conversations.

5. EVERYDAY SITUATIONS: Rank these with your partner. Put the most stressful at the top. Change partners often and share your rankings.

<ul style="list-style-type: none"> • shopping • walking in the street • TV news • thinking about money 	<ul style="list-style-type: none"> • working • studying English • being with family • using public transport
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6. JOB: Spend one minute writing down all of the different words you associate with the word "job". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

a. Around 33% of young jobless people in the UK feel very stressed.	T / F
b. Nearly all young, unemployed people find it easy to live normal lives.	T / F
c. Interviewers questioned 22,000 unemployed people.	T / F
d. Many young people said they feel like their home is a prison.	T / F
e. Britain's Employment Minister said young people had little talent.	T / F
f. The Employment Minister said there were no jobs for the unemployed.	T / F
g. A man in his twenties explained the difficulties of being unemployed.	T / F
h. The man has lost the confidence to speak to people.	T / F

2. SYNONYM MATCH: Match the following synonyms from the article.

1. regularly	a. worried
2. emotions	b. skillful
3. normal	c. promise
4. anxious	d. feelings

5. support	e. fit
6. talented	f. frequently
7. match	g. help
8. provide	h. totally
9. potential	i. regular
10. absolutely	j. supply

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

1. a third of young, unemployed people	a. with day-to-day life
2. they cannot control	b. isolated
3. they often felt anxious about everyday	c. in their own homes
4. young people feel like prisoners	d. their full potential
5. these young people become socially	e. regularly "fall apart"
6. young people struggle	f. and most talented
7. some of the best	g. speaking to people
8. it is important that we	h. their emotions
9. the tools they need to reach	i. invest in them
10. I had absolutely no confidence	j. situations

GAP FILL

<p>A new survey from Britain shows that a (1) _____ of young, unemployed people regularly "fall (2) _____" emotionally. They are so stressed or unhappy that they cannot control their (3) _____, so they have problems living a "normal" life. The survey is from a youth (4) _____ called the Prince's Trust. Its researchers asked questions to 2,200 people who did not have a job. Almost half of them said they often felt (5) _____ about everyday situations, and that they tried not to meet new people. One in (6) _____ of those surveyed said they were too stressed to leave the house. The charity said: "Thousands of young people feel like (7) _____ in their own homes. Without the right support, these young people become (8) _____ isolated."</p>	<p><i>charity third prisoners emotions anxious socially apart eight</i></p>
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<p>Many of these young people (9) _____ with day-to-day life, which means it becomes more and more (10) _____ to find a job. Britain's Employment Minister Esther McVey said: "Our young people are some of the best and most (11) _____ in the world." She said it was important to try and (12) _____ these people with the right jobs. Researcher David Fass added: "Young people are our future and it is important that we (13) _____ in them and provide them with the tools they need to (14) _____ their full potential." Jack, 25, explained how hard it was for him to be unemployed. He said: "I would wake up and wouldn't (15) _____ to leave the house. I stopped speaking to my friends and I had (16) _____ no confidence speaking to people."</p>	<p><i>talented reach struggle difficult absolutely invest want match</i></p>
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COMPREHENSION QUESTIONS

1. Where is the survey mentioned in this article from?
2. What does the article say young, jobless people cannot control?
3. How many people did the researchers interview?
4. How many people said they were too stressed to leave their home?
5. What do many of the young people feel like when they are at home?
6. What do many of the young people struggle with?
7. What is Esther McVey's position in the British government?
8. What did David Fass say the government should give young people?
9. How old is Jack?
10. What is it that Jack said he didn't have?

MULTIPLE CHOICE - QUIZ

1. Where is the survey mentioned in this article from?
 - a) Brazil
 - b) China
 - c) the USA
 - d) Britain

2. What does the article say young, jobless people cannot control?

- a) a car
- b) their emotions
- c) other people
- d) themselves

3. How many people did the researchers interview?

- a) 220
- b) 22
- c) 2,200
- d) 22,000

4. How many people said they were too stressed to leave their home?

- a) one in eight
- b) 18
- c) eight in one
- d) eighty-one

5. What do many of the young people feel like when they are at home?

- a) screaming
- b) sleeping
- c) prisoners
- d) eating chocolate

6. What do many of the young people struggle with?

- a) money
- b) day-to-day life
- c) relationships

d) getting up in the morning

7. What is Esther McVey's position in the British government?

a) Working Minister

b) Unemployment Minister

c) Jobs Minister

d) Employment Minister

8. What did David Fass say the government should give young people?

a) tools

b) money

c) hope

d) nothing

9. How old is Jack?

a) 23

b) 24

c) 25

d) 26

10. What is it that Jack said he didn't have?

a) skills

b) confidence

c) qualifications

d) know-how

ROLE PLAY

Role A – Shopping

You think shopping is the most stressful thing. Tell the others three reasons why. Tell them why their things aren't so stressful. Also, tell the others which is the least stressful of these (and why): studying English, public transport or money.

Role B – Studying English

You think studying English is the most stressful thing. Tell the others three reasons why. Tell them why their things aren't so stressful. Also, tell the others which is the least stressful of these (and why): shopping, public transport or money.

Role C – Public transport

You think public transport is the most stressful thing. Tell the others three reasons why. Tell them why their things aren't so stressful. Also, tell the others which is the least stressful of these (and why): studying English, shopping or money.

Role D – Money

You think money is the most stressful thing. Tell the others three reasons why. Tell them why their things aren't so stressful. Also, tell the others which is the least stressful of these (and why): studying English, public transport or shopping.

AFTER READING

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words '**fall**' and '**apart**'.

fall	apart
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- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.

- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none"> • third • control • youth • half • eight • support 	<ul style="list-style-type: none"> • more • best • future • tools • 25 • absolutely
---	---

LANGUAGE - CLOZE

A (1) ____ survey from Britain shows that a third of young, unemployed people regularly "fall (2) ____" emotionally. They are so stressed or unhappy that they cannot control their (3) ____, so they have problems living a "normal" life. The survey is from a youth charity called the Prince's Trust. Its researchers asked questions to 2,200 people who did not have a job. (4) ____ half of them said they often felt anxious about everyday situations, and that they tried not to meet new people. One (5) ____ eight of those surveyed said they were too stressed to leave the house. The charity said: "Thousands of young people feel like prisoners in their own homes. Without the (6) ____ support, these young people become socially isolated."

Many of these young people struggle with day-to-(7) ____ life, which means it becomes more and more difficult to find a job. Britain's Employment Minister Esther McVey said: "Our young people are some (8) ____ the best and most talented in the world." She said it was important to try and match these people with the right jobs. Researcher David Fass added: "Young people are our (9) ____ and it is important that we invest (10) ____ them and provide them with the tools they need to reach their full potential." Jack, 25, explained how hard it was for him to be unemployed. He said: "I (11) ____ wake up and wouldn't want to leave the house. I stopped speaking to my friends and I had absolutely (12) ____ confidence speaking to people."

Put the correct words from the table below in the above article.

1. (a) newish	(b) new	(c) news	(d) newly
2. (a) depart	(b) apart	(c) separate	(d) rebate
3. (a) emotion	(b) emotional	(c) emotive	(d) emotions
4. (a) Most	(b) Almost	(c) Many	(d) Much

5. (a) down	(b) up	(c) out	(d) in
6. (a) really	(b) so	(c) right	(d) such
7. (a) day	(b) days	(c) daily	(d) daytime
8. (a) from	(b) for	(c) of	(d) by
9. (a) soon	(b) next year	(c) ahead	(d) future
10. (a) in	(b) of	(c) as	(d) to
11. (a) would	(b) used	(c) should	(d) wanted
12. (a) no	(b) none	(c) not	(d) never

SPELLING

Paragraph 1

1. A new sveury from Britain shows...
2. "fall apart" litaoylmnoe
3. living a "aonlrm" life
4. felt uionsxa about everyday situations
5. feel like rssonerip in their own homes
6. these young people become aoillycs isolated

Paragraph 2

7. lutggser with day-to-day life
8. best and most tntaleed
9. it is important that we tiesny in them
10. ordipev them with the tools
11. reach their full tnteopli
12. absolutely no fdneieoncc

PUT THE TEXT BACK TOGETHER

Number these lines in the correct order.

() was for him to be unemployed. He said: "I would wake up and wouldn't want to leave
 () Prince's Trust. Its researchers asked questions to 2,200 people who did not have a job. Almost
 half
 () "Thousands of young people feel like prisoners in their own homes. Without the right support,
 these young people become socially isolated."
 () Many of these young people struggle with day-to-day life, which means it becomes more
 () in them and provide them with the tools they need to reach their full potential." Jack, 25,
 explained how hard it
 (1) A new survey from Britain shows that a third of young, unemployed people regularly "fall
 () people. One in eight of those surveyed said they were too stressed to leave the house. The
 charity said:
 () and more difficult to find a job. Britain's Employment Minister Esther McVey said: "Our young
 people are some of the
 () jobs. Researcher David Fass added: "Young people are our future and it is important that we
 invest
 () best and most talented in the world." She said it was important to try and match these people
 with the right
 () apart" emotionally. They are so stressed or unhappy that they cannot control their
 () the house. I stopped speaking to my friends and I had absolutely no confidence speaking to
 people."
 () emotions, so they have problems living a "normal" life. The survey is from a youth charity
 called the
 () of them said they often felt anxious about everyday situations, and that they tried not to meet
 new

PUT THE WORDS IN THE RIGHT ORDER

1. a living problems have They life 'normal' .
2. them often of they anxious half said felt Almost .
3. One stressed too were they said surveyed those of eight in .
4. their feel in homes people prisoners own Young like .
5. people socially young become isolated These .

6. - day with struggle people young These life day - to .
7. job It becomes more and more difficult to find a .
8. right Try these the match with jobs and people .
9. potential tools to full The need their they reach .
10. had to absolutely people no confidence I speaking .

CIRCLE THE CORRECT WORD (20 PAIRS)

A *new / newly* survey from Britain shows that a third of young, unemployed people regularly "fall *apart / depart*" emotionally. They are so *stresses / stressed* or unhappy that they cannot control *them / their* emotions, so they have problems living a "normal" *live / life*. The survey is from a youth charity called the Prince's Trust. Its researchers asked questions *to / by* 2,200 people who did not have a job. Almost half of them said they often *felt / feeling* anxious about everyday situations, and that they tried *not / no* to meet new people. One in eight of those *survey / surveyed* said they were too stressed to leave the house. The charity said: "Thousands of young people feel like prisoners in their own homes. Without the right support, these young people become socially *isolated / isolate*."

Many of these young people *struggle / struggling* with day-to-day life, which means it becomes more and more *difficulty / difficult* to find a job. Britain's Employment Minister Esther McVey said: "Our *young / youngish* people are some of the best and most *talent / talented* in the world." She said it was important to try and *match / much* these people with the right jobs. Researcher David Fass added: "Young people are our *soon / future* and it is important that we invest *in / on* them and provide them with the tools they need to reach their *full / fully* potential." Jack, 25, explained how hard it was for him to be unemployed. He said: "I would *wake / woken* up and wouldn't want to leave the house. I stopped speaking to my friends and I had absolutely *none / no* confidence speaking to people."

Talk about the connection between each pair of words in italics, and why the correct word is correct.

FREE WRITING

Write about **being unemployed** for 10 minutes. Comment on your partner's paper.

HOMEWORK

1. **VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.
2. **INTERNET:** Search the Internet and find out more about being unemployed. Share what you discover with your partner(s) in the next lesson.
3. **BEING UNEMPLOYED:** Make a poster about being unemployed. Show your work to your classmates in the next lesson. Did you all have similar things?
4. **HAPPY:** Write a magazine article about being unemployed and being happy. Include imaginary interviews with unemployed people who are happy and people who are not.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. **WHAT HAPPENED NEXT?** Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.
6. **LETTER:** Write a letter to an expert on being unemployed. Ask him/her three questions about being unemployed. Give him/her three of your ideas on how unemployed people can have more confidence. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

THE BEST COMPANIES TO WORK FOR

A new report has identified the top 25 companies in the USA to work for. The report comes out every year and always has some surprises. It ranked the best places to work in 2014 by taking a survey of employee satisfaction. Top of the list was Google, which has become famous for its excellent working conditions. Google knocked Facebook off of the number one position. A Google software engineer earns an average salary of \$119,000 a year. He or she also gets free access to a gym, laundromat, sports facilities and a place which looks after their pets when the employee goes on holiday. One ex-employee said Google staff are so happy that it is unusual for anyone to take time off.

Another survey released at the same time shows a slightly different picture. The careers website Glassdoor asked employees to rate how happy they are with their company, career opportunities, pay, culture, and values. It found that the consulting firm Bain and Company was the best place to work. Russ Hagey, Global Chief Talent Officer at Bain and Co. said: "We are incredibly proud to be named the number one best place to work." He added that: "For more than 40 years, we have placed significant focus on creating an outstanding professional and personal work experience that in turn has fueled our growth anchored in a mission of delivering results for clients and organizations around the globe."

WARM-UPS

1. **WORKING CONDITIONS:** Students walk around the class and talk to other students about working conditions. Change partners often and share your findings.
2. **CHAT:** In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

top companies / surprises / employee / satisfaction / salary / working conditions / survey / a different picture / career opportunities / proud / number one / focus / globe

Have a chat about the topics you liked. Change topics and partners frequently.

3. **JOB:** Complete this table with your partner(s). Change partners often and share what you wrote.

	What you have / will have	What you want
Salary		
Clothes		
Colleagues		
Promotion		
Benefits		

Culture		
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4. \$119,000: Students A strongly believe a \$119,000 is too much when people are starving; Students B strongly believe a million-dollar salary is OK. Change partners again and talk about your conversations.

5. WORKING CONDITIONS: Rank these with your partner. Put the most important at the top. Change partners often and share your rankings.

<ul style="list-style-type: none"> • pay • uniform • nice boss • training 	<ul style="list-style-type: none"> • lots of overtime • long holidays • friendly co-workers • responsibility
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6. WORK: Spend one minute writing down all of the different words you associate with the word "work". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

a. A report listed the best companies in the world to work for.	T / F
b. The report is made once every two years.	T / F
c. Facebook was number one last year.	T / F
d. Google has a kind of pet hotel for when staff go on holiday.	T / F
e. A company called Glassdoor paints pictures.	T / F
f. Another survey said a consulting company was the best place to work.	T / F
g. The consulting company has been number one for 40 years.	T / F
h. The company's mission is to help its clients around the world.	T / F

2. SYNONYM MATCH: Match the following synonyms from the article.

1. every year	a. job
2. ranked	b. issued
3. survey	c. strange
4. salary	d. ordered

5. unusual	e. bringing
6. released	f. annually
7. slightly	g. excellent
8. career	h. a little
9. outstanding	i. questionnaire
10. delivering	j. pay

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

1. the top 25 companies in the	a. the number one
2. famous for its excellent working	b. to a gym
3. earns an average salary	c. off
4. she also gets free access	d. happy they are
5. take time	e. conditions
6. Another survey released	f. experience
7. asked employees to rate how	g. USA to work for
8. proud to be named	h. at the same time
9. work	i. for clients
10. delivering results	j. of \$119,000 a year

4. GAP FILL

<p>A new report has (1) _____ the top 25 companies in the USA to work for. The report (2) _____ out every year and always has some surprises. It ranked the best places to work in 2014 by taking a (3) _____ of employee satisfaction. Top of the list was Google, which has become famous for its excellent working (4) _____. Google knocked Facebook off of the number one position. A Google software engineer earns an (5) _____ salary of \$119,000 a year. He or she also gets free (6) _____ to a gym, laundromat, sports facilities and a place which looks (7) _____ their pets when the employee goes on holiday. One ex-employee said Google staff are so happy that it is unusual for anyone to take (8) _____ off.</p> <p>Another survey (9) _____ at the same time shows a slightly different</p>	<p><i>access</i> <i>average</i> <i>survey</i> <i>identified</i> <i>time</i> <i>comes</i> <i>after</i> <i>conditions</i></p> <p><i>growth</i> <i>picture</i></p>
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<p>(10) _____. The careers website Glassdoor asked employees to rate how happy they are with their company, career opportunities, (11) _____, culture, and values. It found that the consulting firm Bain and Company was the best (12) _____ to work. Russ Hagey, Global Chief Talent Officer at Bain and Co. said: "We are incredibly (13) _____ to be named the number one best place to work." He added that: "For more than 40 years, we have placed significant (14) _____ on creating an outstanding professional and personal work experience that in turn has fueled our (15) _____ anchored in a mission of delivering results for clients and organizations around the (16) _____."</p>	<p><i>focus</i> <i>place</i> <i>released</i> <i>globe</i> <i>pay</i> <i>proud</i></p>
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COMPREHENSION QUESTIONS

1. How many companies were in the report?
2. What was the survey on?
3. Which company was number one last year?
4. What is the number 119,000 in the article?
5. Why don't Google workers take a lot of time off work?
6. What did a different survey show?
7. What is the name of the careers website that did the other survey?
8. Who is Russ Hagey?
9. How many years has Bain & Co. been focusing on work experience?
10. Where are the clients of Bain and Co.?

MULTIPLE CHOICE - QUIZ

<p>1. How many companies were in the report?</p> <p>a) 15</p> <p>b) 25</p> <p>c) 35</p> <p>d) 45</p>	<p>6. What did a different survey show?</p> <p>a) a different picture</p> <p>b) many colours</p> <p>c) the worst companies to work for</p> <p>d) the Google logo</p>
<p>2. What was the survey on?</p>	<p>7. What is the name of the careers website that</p>

<p>a) Google</p> <p>b) paper</p> <p>c) salaries</p> <p>d) employee satisfaction</p> <p>3. Which company was number one last year?</p> <p>a) Google</p> <p>b) Twitter</p> <p>c) Facebook</p> <p>d) Microsoft</p> <p>4. What is the number 119,000 in the article?</p> <p>a) the salary of a Google engineer</p> <p>b) the number of companies in the USA</p> <p>c) the number of people at Google</p> <p>d) the number of people in the survey</p> <p>5. Why don't Google workers take a lot of time off work?</p> <p>a) they have no holidays</p> <p>b) they are happy</p> <p>c) they are busy</p> <p>d) their boss would be angry</p>	<p>did the other survey?</p> <p>a) Glassroof</p> <p>b) Glasswall</p> <p>c) Glassdoor</p> <p>d) Glasswindow</p> <p>8. What is Russ Hagey's job?</p> <p>a) Global Chief Talent Officer</p> <p>b) Official Talented Global Officer</p> <p>c) Talented Global Office Chief</p> <p>d) Chief Global Talent Officer</p> <p>9. How many years has Bain & Co. been focusing on work experience?</p> <p>a) 10</p> <p>b) 20</p> <p>c) 30</p> <p>d) 40</p> <p>10. Where are the clients of Bain and Co.?</p> <p>a) Asia</p> <p>b) Europe</p> <p>c) all over the world</p> <p>d) in New York</p>
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ROLE PLAY

Role A – Nice uniform

You think a nice uniform is the most important thing about a job. Tell the others three reasons why.

Tell them things that aren't so good about their things. Also, tell the others which is the least important of these (and why): lots of training, friendly co-workers or lots of overtime.
<p>Role B – Lots of training</p> <p>You think lots of training is the most important thing about a job. Tell the others three reasons why. Tell them things that aren't so good about their things. Also, tell the others which is the least important of these (and why): a nice uniform, friendly co-workers or lots of overtime.</p>
<p>Role C – Friendly co-workers</p> <p>You think friendly co-workers is the most important thing about a job. Tell the others three reasons why. Tell them things that aren't so good about their things. Also, tell the others which is the least important of these (and why): lots of training, a nice uniform or lots of overtime.</p>
<p>Role D – Lots of overtime</p> <p>You think lots of overtime is the most important thing about a job. Tell the others three reasons why. Tell them things that aren't so good about their things. Also, tell the others which is the least important of these (and why): lots of training, friendly co-workers or a nice uniform.</p>

AFTER READING

1. **WORD SEARCH:** Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'working' and 'condition'.

working	condition

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. **ARTICLE QUESTIONS:** Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. **GAP FILL:** In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none"> • 25 • 2014 • famous • 119,000 • pets • time 	<ul style="list-style-type: none"> • same • happy • culture • proud • personal • globe
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LANGUAGE – CLOZE

A new report has (1) ____ the top 25 companies in the USA to work for. The report comes (2) ____ every year and always has some surprises. It ranked the best places to work in 2014 by taking a survey of employee satisfaction. Top of the list was Google, which has become famous (3) ____ its excellent working conditions. Google knocked Facebook (4) ____ of the number one position. A Google software engineer earns an average salary of \$119,000 a year. He or she also gets free access to a gym, laundromat, sports (5) ____ and a place which looks after their pets when the employee goes on holiday. One ex-employee said Google staff are so happy that it is unusual for anyone to take (6) ____ off.

Another survey released at the same time shows a (7) ____ different picture. The careers website Glassdoor asked employees to rate (8) ____ happy they are with their company, career opportunities, pay, culture, and values. It found that the consulting firm Bain and Company was the best place to work. Russ Hagey, Global Chief Talent Officer at Bain and Co. said: "We are incredibly (9) ____ to be named the number one best place to work." He added that: "For more than 40 years, we have placed significant (10) ____ on creating an outstanding professional and personal work experience that in (11) ____ has fueled our growth anchored in a mission of (12) ____ results for clients and organizations around the globe."

Put the correct words from the table below in the above article.

1. (a) identified	(b) identity	(c) identification	(d) ID
2. (a) over	(b) past	(c) out	(d) to
3. (a) of	(b) at	(c) for	(d) by
4. (a) to	(b) as	(c) by	(d) off
5. (a) palaces	(b) equips	(c) facilities	(d) faculties
6. (a) break	(b) holidays	(c) work	(d) time

7. (a) small	(b) slightly	(c) margin	(d) bit
8. (a) what	(b) how	(c) whether	(d) which
9. (a) proudly	(b) pride	(c) proud	(d) proudest
10. (a) staring	(b) look	(c) view	(d) focus
11. (a) ahead	(b) right	(c) direction	(d) turn
12. (a) deliver	(b) delivered	(c) delivers	(d) delivering

SPELLING

Paragraph 1

1. idtfednii the top 25 companies
2. always has some eprursiss
3. a survey of oeeeypml satisfaction
4. software nnerieeg
5. sports ecsifiitla
6. it is lunusua

Paragraph 2

7. ladeeers at the same time
8. a htiyglls different picture
9. ecarre opportunities
10. We are incredibly rdupo
11. work riexcepnee
12. a isisnmo of delivering results

U.S. FAST FOOD WORKERS STOP WORKING

Fast-food workers in 58 cities in the USA did not go to work on Thursday. They went on strike because they want more money. The workers currently get paid the minimum wage. This was set at \$7.25 in 2009 and has not changed since then. Many workers say they cannot afford to live on that. The price of everything has gone up but their wages have stayed the same for five years. The workers want \$15 an hour, which is double their current rate. Julio Wilson, a cashier at a pizza restaurant, told the BBC he earns \$9 an hour. He said that wasn't enough to support himself and his five-year-old daughter. He said: "I know I'm risking my job, but it's my right to fight for what I deserve."

McDonald's and Burger King both spoke about the strike. They said they did not make decisions about how much to pay workers in most of their restaurants. They said each restaurant is an independent franchise and the manager decides how much to pay the staff. McDonald's profits were over \$5.5 billion in 2011. The burger giants did say that an increase in wages would mean more expensive burgers. America's National Restaurant Association said the wages were low because the staff are young and have little work experience. It said: "Only five per cent of restaurant employees earn the minimum wage and those that do are [mainly] working part-time and half are teenagers."

WARM-UPS

1. **WAGES / SALARY:** Students walk around the class and talk to other students about wages / salary. Change partners often and share your findings.
2. **CHAT:** In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

fast food / go on strike / minimum wage / afford to live / double / cashier / risking / McDonald's / restaurants / independent / staff / profits / burgers / work experience

Have a chat about the topics you liked. Change topics and partners frequently.

3. **JOBS:** Complete this table with your partner(s). How much should they get an hour? Why? Change partners often and share what you wrote.

Job	Hourly rate?	Why?
Fast-food worker		
English teacher		
IT professor		
Soldier		
Nurse		

Bank manager		
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4. **MINIMUM WAGE:** Students A strongly believe the minimum wage should double; Students B strongly believe this would be crazy. Change partners again and talk about your conversations.

5. **LOW PAY:** Rank these low-paid jobs and share your rankings with your partner. Put the job you would least like to do at the top. Change partners often and share your rankings.

<ul style="list-style-type: none"> • fast-food worker • dishwasher • cashier • amusement park worker 	<ul style="list-style-type: none"> • movie theater usher • farm worker • English teacher • home care worker
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6. **MONEY:** Spend one minute writing down all of the different words you associate with the word "money". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

1. **TRUE / FALSE:** Read the headline. Guess if a-h below are true (T) or false (F).

a. Workers in 58 American cities went on strike in Thursday.	T / F
b. The workers get the same pay today as they did in 2009.	T / F
c. The fast-food workers want a 50% pay increase.	T / F
d. One worker said he didn't want to risk losing his job.	T / F
e. McDonald's said it didn't decide how much to pay its workers.	T / F
f. McDonald's made over \$5.5 billion in profits last year.	T / F
g. A restaurant association said wages were low because staff are young.	T / F
h. Half of all restaurant workers get the minimum wage.	T / F

2. **SYNONYM MATCH:** Match the following synonyms from the article.

1. workers	a. survive
2. currently	b. poor
3. live	c. reward
4. earns	d. presently

5. deserve	e. lead to
6. pay	f. merit
7. increase	g. employees
8. mean	h. lowest level
9. low	i. is paid
10. minimum	j. rise

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

1. They went on strike because	a. over \$5.5 billion
2. workers say they cannot	b. himself
3. he earns	c. experience
4. that wasn't enough to support	d. they want more money
5. it's my right to fight	e. \$9 an hour
6. each restaurant is an independent	f. time
7. McDonald's profits were	g. afford to live on that
8. an increase in wages would mean	h. for what I deserve
9. have little work	i. franchise
10. working part-	j. more expensive burgers

GAP FILL

<p>Fast-food workers in 58 cities in the USA did not go to work on Thursday. They went (1) _____ strike because they want more money. The workers (2) _____ get paid the minimum wage. This was set at \$7.25 in 2009 and has not changed (3) _____ then. Many workers say they cannot afford to live on that. The price of (4) _____ has gone up but their wages have stayed the same for five years. The workers want \$15 an hour, which is (5) _____ their current rate. Julio Wilson, a cashier at a pizza restaurant, told the BBC he (6) _____ \$9 an hour. He said that wasn't (7) _____ to support himself and his five-year-old daughter. He said: "I know I'm risking my job, but it's my (8) _____ to fight for what I deserve."</p> <p>McDonald's and Burger King both spoke about the strike. They said they did</p>	<p><i>earns since on right everything enough currently double</i></p> <p><i>low minimum</i></p>
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<p>not make (9) _____ about how much to pay workers in most of their restaurants. They said each restaurant is an independent (10) _____ and the manager decides how much to pay the staff. McDonald's (11) _____ were over \$5.5 billion in 2011. The burger giants did say that an increase in wages would (12) _____ more expensive burgers. America's National Restaurant Association said the wages were (13) _____ because the staff are young and have (14) _____ work experience. It said: "Only five per cent of restaurant employees earn the (15) _____ wage and those that do are [mainly] working part-time and (16) _____ are teenagers."</p>	<p><i>mean franchise half decisions little profits</i></p>
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COMPREHENSION QUESTIONS

1. In how many cities did fast-food workers go on strike?
2. How much is the minimum wage in the USA?
3. When was the last time the minimum wage increased?
4. How much are the fast-work workers asking for?
5. How much does Julio Wilson get paid?
6. Who makes decisions about workers' pay in McDonald's?
7. How much profit did McDonald's make in 2011?
8. What would happen to burgers of workers got more pay?
9. How many fast-food workers earn the minimum wage?
10. How many fast-food workers are teenagers?

MULTIPLE CHOICE - QUIZ

1. In how many cities did fast-food workers go on strike?
 - a) 85
 - b) 508
 - c) 580
 - d) 58

2. How much is the minimum wage in the USA?
 - a) \$7.35

- b) \$7.25
- c) \$7.55
- d) \$7.95

3. When was the last time the minimum wage increased?

- a) 2007
- b) 2008
- c) 2009
- d) 2010

4. How much are the fast-work workers asking for?

- a) \$15
- b) \$12
- c) \$10
- d) \$9

5. How much does Julio Wilson get paid?

- a) \$7
- b) \$8
- c) \$9
- d) \$10

6. Who makes decisions about workers' pay in McDonald's?

- a) the CEO
- b) managers
- c) accountants
- d) human resources officers

7. What was McDonald's profit in 2011?

- a) \$5.55 billion
- b) less than \$5.5 billion
- c) \$5.5 billion
- d) more than \$5.5 billion

8. What would happen to burgers if workers got more pay?

- a) they'd go up in price
- b) they would be more delicious
- c) there would be less meat
- d) nothing

9. How many fast-food workers earn the minimum wage?

- a) 50%
- b) 15%
- c) 5%
- d) 0.5%

10. How many fast-food workers are teenagers?

- a) 35%
- b) 50%
- c) 65%
- d) 75%

ROLE PLAY

Role A – Fast-food worker

You think a fast-food worker is the worst job. Tell the others three reasons why. Tell them things that are good about their jobs. Also, tell the others which is the best of these (and why): cashier, English teacher or farm worker.

<p>Role B – Cashier</p> <p>You think a cashier is the worst job. Tell the others three reasons why. Tell them things that are good about their jobs. Also, tell the others which is the best of these (and why): fast-food worker, English teacher or farm worker.</p>
<p>Role C – English teacher</p> <p>You think an English teacher is the worst job. Tell the others three reasons why. Tell them things that are good about their jobs. Also, tell the others which is the best of these (and why): cashier, fast-food worker or farm worker.</p>
<p>Role D – Farm worker</p> <p>You think a farm worker is the worst job. Tell the others three reasons why. Tell them things that are good about their jobs. Also, tell the others which is the best of these (and why): cashier, English teacher or fast-food worker.</p>

AFTER READING

1. **WORD SEARCH:** Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'part' and 'time'.

part	time
-------------	-------------

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. **ARTICLE QUESTIONS:** Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. **GAP FILL:** In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

58	decisions
7.25	manager
2009	profits
15	expensive
9	little
5	half

LANGUAGE – CLOZE

Fast-food workers in 58 cities in the USA did not go to work on Thursday. They went (1) ____ strike because they want more money. The workers currently get (2) ____ the minimum wage. This was set at \$7.25 in 2009 and has not changed (3) ____ then. Many workers say they cannot afford to live on that. The price of everything has gone up but their wages have stayed the same for five years. The workers want \$15 an hour, which is (4) ____ their current rate. Julio Wilson, a cashier at a pizza restaurant, told the BBC he (5) ____ \$9 an hour. He said that wasn't enough to support himself and his five-year-old daughter. He said: "I know I'm risking my job, but it's my (6) ____ to fight for what I deserve."

McDonald's and Burger King both spoke about the strike. They said they did not (7) ____ decisions about how much to pay workers in most of their restaurants. They said each restaurant is an (8) ____ franchise and the manager decides how much to pay the staff. McDonald's profits were over \$5.5 billion in 2011. The burger (9) ____ did say that an increase in wages would mean more expensive burgers. America's National Restaurant Association said the wages were (10) ____ because the staff are young and have (11) ____ work experience. It said: "Only five per cent of restaurant employees earn the minimum wage and (12) ____ that do are [mainly] working part-time and half are teenagers."

Put the correct words from the table below in the above article.

1. (a) in	(b) on	(c) of	(d) as
2. (a) pay	(b) paid	(c) paying	(d) pays
3. (a) for	(b) around	(c) ever	(d) since
4. (a) treble	(b) double	(c) triple	(d) doubled

5. (a) learns	(b) earns	(c) urns	(d) ferns
6. (a) write	(b) rite	(c) right	(d) rate
7. (a) have	(b) do	(c) make	(d) think
8.(a) independence	(b) independently	(c) independent	(d) interdependent
9. (a) jumbos	(b) ogres	(c) monsters	(d) giants
10. (a) low	(b) short	(c) cheap	(d) small
11. (a) little	(b) small	(c) few	(d) enough
12. (a) them	(b) they	(c) those	(d) their

SPELLING

Paragraph 1

1. they cannot rdaffo to live on that
2. eloubd their current rate
3. a hsrecia at a pizza restaurant
4. that wasn't enough to rtosppu himself
5. his five-year-old hdargtue
6. fight for what I veedres

Paragraph 2

7. they did not make disoisecn
8. an pnindeetend franchise
9. McDonald's sotfrpi were over \$5.5 billion
10. an niecrsae in wages
11. have little work renepcieex
12. restaurant lmeyepose

PUT THE TEXT BACK TOGETHER

Number these lines in the correct order.

- () were over \$5.5 billion in 2011. The burger giants did say that an increase in wages would mean more expensive
- () decisions about how much to pay workers in most of their restaurants. They said each restaurant is an
- () the minimum wage and those that do are [mainly] working part-time and half are teenagers."
- () at \$7.25 in 2009 and has not changed since then. Many workers say they cannot afford to live
- () hour, which is double their current rate. Julio Wilson, a cashier at a pizza restaurant, told the BBC he earns
- () burgers. America's National Restaurant Association said the wages were low because the staff
- () on strike because they want more money. The workers currently get paid the minimum wage. This was set
- () \$9 an hour. He said that wasn't enough to support himself and his five-year-old
- () on that. The price of everything has gone up but their wages have stayed the same for five years. The workers want \$15 an
- () independent franchise and the manager decides how much to pay the staff. McDonald's profits
- () are young and have little work experience. It said: "Only five per cent of restaurant employees earn
- (1) Fast-food workers in 58 cities in the USA did not go to work on Thursday. They went
- () daughter. He said: "I know I'm risking my job, but it's my right to fight for what I deserve."
- () McDonald's and Burger King both spoke about the strike. They said they did not make

PUT THE WORDS IN THE RIGHT ORDER

1. workers say they cannot afford to live on that Many.
2. wages the five Their stayed for have same years.
3. that himself wasn't enough He to said support.
4. know I'm risking my job ." He said : " I
5. fight for My what right I to deserve.
6. not make decisions about how much to pay They did.

7. manager much the The how pay decides to staff.
8. expensive An wages more in mean burgers increase would.
9. staff were are low young because the Wages.
10. of restaurant employees earn the minimum wage Only 5%.

CIRCLE THE CORRECT WORD (20 PAIRS)

Fast-food workers in 58 cities in the USA did not go *for / to* work on Thursday. They went *on / in* strike because they want *most / more* money. The workers currently get paid the minimum wage. This was *get / set* at \$7.25 in 2009 and has not changed *since / for* then. Many workers say they cannot afford to live on that. The price of everything has gone *increase / up* but their wages have stayed the same *from / for* five years. The workers want \$15 an hour, which is double their *current / currant* rate. Julio Wilson, a cashier at a pizza restaurant, told the BBC he earns \$9 *a / an* hour. He said that wasn't enough to support himself and his five-year-old daughter. He said: "I know I'm risking my job, but it's my *write / right* to fight for what I deserve."

McDonald's and Burger King *both / all* spoke about the strike. They said they did not make decisions about how *many / much* to pay workers in most of their restaurants. They said each restaurant is an *independence / independent* franchise and the manager decides how much to pay the *stuff / staff*. McDonald's profits *were / was* over \$5.5 billion in 2011. The burger giants did say that an increase in wages would *meant / mean* more expensive burgers. America's National Restaurant Association said the wages were *low / cheap* because the staff are young and have *few / little* work experience. It said: "Only five per cent *of / for* restaurant employees earn the minimum wage and *those / them* that do are [mainly] working part-time and half are teenagers."

Talk about the connection between each pair of words in italics, and why the correct word is correct.

FREE WRITING

Working in a fast food restaurant is not a good job. Discuss.

HOMEWORK

1. **VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. **INTERNET:** Search the Internet and find out more about wages / salary. Share what you discover with your partner(s) in the next lesson.

3. **WAGES / SALARY:** Make a poster about wages / salary. Show your work to your classmates in the next lesson. Did you all have similar things?

4. **FAST-FOOD WORKERS:** Write a magazine article about how much pay fast-food workers should get. Include imaginary interviews with workers and restaurant bosses.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. **WHAT HAPPENED NEXT?** Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

6. **LETTER:** Write a letter to a fast-food worker. Ask him/her three questions about wages / salary. Give him/her three of your ideas on how to get more pay. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

SKILLS AND QUALITIES NEEDED TO BE A MANAGER

Melvin Richardson, Yahoo Contributor Network

Mar 4, 2010 "Share your voice on Yahoo websites. Start here."

If you are looking to become a manager there are certain skills, qualifications, talents and abilities you will need. Most managers have good people skills and know how to interact with people. Managers interact at every level within an organization, including upper management, vendors and suppliers, and credit correspondents. The organization you work for will determine your level of interaction.

Confidence

Managers must be extremely confident. Without confidence it will be very hard for them to lead their team. People will follow others who have confidence, poise and have a working knowledge of their duties and responsibilities. Confidence is developed by knowing your job in and out. If an associate has a sense that you are wavering with your decision making or you seem hesitant and tentative they won't put their trust in your ability to get the job done.

Make tough decisions

A manager must have the ability to make tough decisions. There are some decisions that won't be popular with the team. Ultimately the manager is responsible for the results within the department or the company. They must have the ability to make decisions that are going to improve the operations of the company. A decision could be made to limit bonuses and incentives or extend the working hours. A manager may have to ask someone to switch shifts. Even though tough decisions have to be made all avenues should be explored to accommodate employees who have other needs such as family and outside activities.

Motivator

Managers have to be motivators. There are going to be periods of time when people are down because of the economy, job dissatisfaction, hours, pay or even personal problems. In the final analysis the manager has to find a way to get people to do the job. They must have the ability to motivate and inspire people to go above and beyond the call of duty. People can become complacent and sometimes even bored when they do the same job day in and day out. Managers have to find a way to make things interesting and exciting. This may call for a bit of creativity. It is the manager's job to keep employees engaged and help them avoid the tendency to just go through the motions.

Coaching and mentoring

Eventually some employees are going to be promoted and move on to other jobs within the company. A manager must coach and mentor employees so that they are prepared to take the next step. He has to do whatever it takes to develop his employees. Sometimes one on one coaching is used as a technique for development. Workshops and seminars located offsite are sometimes used to prepare employees for advancement. An employee may be lacking the necessary educational

requirements to take the next step. Managers should help employees develop a plan of action that puts them on track to take on more authority and responsibility.

Time management

A manager must be able to manage a busy work environment. To manage effectively managers need to be great time managers. They have to be able to prioritize their time. The best process for completing this is to make a list of all the things that need to be done on a given day. Then prioritize those things that need to be completed immediately. As a manager you will probably never be able to go through your list and complete all the things that need to be done, one after the other. There will be interruptions. As soon as the urgent matter has been corrected it's a good idea to get right back to the list. All things that are not completed on day one need to be moved to day two.

Plan, organize, direct, coordinate

A manager must be able to plan, direct, coordinate, and organize throughout the day. There are going to be reports to complete, work schedules to be done, meetings to attend, performance appraisals to be done, and all the other miscellaneous activities in between. In other words managers need to manage even when there is chaos going on.

Vision

Managers must have the ability to have a vision or see the big picture. They must be able to communicate their vision to the staff and buy in to the goals and objectives of the organization.

COMPREHENSION CHECK

I. Match the halves.

1. Most managers	a) plan, direct, coordinate, and organize throughout the day.
2. They must have the ability	b) is responsible for the results within the department or the company.
3. Confidence	c) employees develop a plan of action that puts them on track to take on more authority and responsibility.
4. A manager must be able to	d) have good people skills and know how to interact with people.
5. A manager	e) at every level within an organization, including upper management, vendors and suppliers, and credit correspondents.
6. Ultimately the manager	f) is developed by knowing your job in and out.
7. Managers should help	g) must coach and mentor employees so that they are prepared to take the next step.

8. Managers interact	h) to motivate and inspire people to go above and beyond the call of duty.
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II. Match the words to their definitions.

1. coach	a) an aim or desired result
2. complacent	b) organize and direct
3. confidence	c) showing uncritical satisfaction with oneself or one's achievements
4. goal	d) demonstrating a strict and uncompromising approach
5. inspire	e) a mental image of what the future will or could be like
6. lead	f) the feeling or belief that one can have faith in or rely on someone or something
7. tough	g) create (a feeling, especially a positive one) in a person
8. vision	h) give (someone) professional advice on how to attain their goals

III. Insert the right preposition.

1. Ultimately the manager is responsible ... the results within the department or the company.
2. Most managers have good people skills and know how to interact ... people.
3. There are going to be periods of time when people are down the economy, job dissatisfaction, hours, pay or even personal problems.
4. Eventually some employees are going to be promoted and move other jobs ... the company.
5. The organization you work ... will determine your level ... interaction.
6. If an associate has a sense that you are wavering ... your decision making or you seem hesitant and tentative they won't put their trust ... your ability to get the job done.
7. This may call ... a bit of creativity.
8. As a manager you will probably never be able to go ... your list and complete all the things that need to be done, one ... the other.
9. People can become complacent and sometimes even bored when they do the same job day ... and day
10. There are some decisions that won't be popular ... the team.

IV. Make up word partnerships.

a)

1. call	a) appraisals
2. job	b) decisions
3. outside	c) dissatisfaction
4. performance	d) environment
5. tough	e) of duty
6. work	f) activities

b)

1. to accommodate	a) people
2. to communicate	b) shifts
3. to develop	c) on to other jobs
4. to inspire	d) an action plan
5. to move	e) employees
6. to switch	f) their vision

SELLING ONLINE

History

In 1990 Tim Berners-Lee created the first World Wide Web server and browser. It opened for commercial use in 1991. In 1994 other advances took place, such as online banking and the opening of an online pizza shop by Pizza Hut. During that same year, Netscape introduced SSL encryption of data transferred online, which has become essential for secure online shopping. Also in 1994 the German company Intershop introduced its first online shopping system. In 1995 Amazon launched its online shopping site, and in 1996 eBay appeared.

Customers

Online customers must have access to a computer and a method of payment.

Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine.

Customer needs and expectations

A successful web store is not just a good looking website with dynamic technical features, listed in many search engines. In addition to disseminating information, it is about building relationships and making money.

Businesses often attempt to adopt online shopping techniques without understanding them and/or without a sound business model, producing web stores that support the organizations' culture and brand name without satisfying consumer's expectations. User-centered design is critical. Understanding the customer's wants and needs and living up to promises gives the customer a reason to come back and meeting their expectations gives them a reason to stay. It is important that the website communicates to the customer that the company cares about them.

Customer needs and expectations are not the same for all customers. Age, gender, experience, culture are all important factors. For example, Japanese cultural norms may lead users there to feel privacy is especially critical on shopping sites and emotional involvement is highly important on financial pensions' sites. Users with more online experience focus more on the variables that directly influence the task, while novice users focus on understanding the information.

To increase online purchases, businesses must spend significant time and money to define, design, develop, test, implement, and maintain the web store. It is easier to lose a customer than to gain one and even "top-rated" sites will not succeed if the organization fails to practice common etiquette such as returning e-mails in a timely fashion, notifying customers of problems, being honest and good. Since it is important to eliminate mistakes and be more appealing to online shoppers, many web shop designers study research on consumer expectations.

Convenience

Online stores are usually available 24 hours a day, and many consumers have Internet access both at work and at home. Other establishments such as internet cafes and schools provide access as well. A visit to a conventional retail store requires travel and must take place during business hours.

In the event of a problem with the item it is not what the consumer ordered, or it is not what they expected—consumers can return an item for the correct one or for a refund. Consumers may need to contact the retailer, visit the post office and pay return shipping, and then wait for a replacement or refund. Some online companies have more generous return policies to compensate for the traditional advantage of physical stores.

Information and reviews

Online stores must describe products for sale with text, photos, and multimedia files, whereas in a high street retail store, the actual product and the manufacturer's packaging will be available for direct inspection (which might involve a test drive, fitting, or other experimentation).

Some online stores provide or link to supplemental product information, such as instructions, safety procedures, demonstrations, or manufacturer specifications. Some provide background information, advice, or how-to guides designed to help consumers decide which product to buy.

Some stores even allow customers to comment or rate their items. There are also dedicated review sites that host user reviews for different products. Reviews and now blogs give customers the option of shopping cheaper, organise purchases from all over the world without having to depend on local retailers.

In a conventional retail store, clerks are generally available to answer questions. Some online stores have real-time chat features, but most rely on e-mail or phone calls to handle customer questions.

Price and selection

One advantage of shopping online is being able to quickly seek out items or services with many different vendors. Search engines, online price comparison services and discovery shopping engines can be used to look up sellers of a particular product or service. Shipping costs reduce the price advantage of online merchandise, though depending on the jurisdiction, a lack of sales tax may compensate for this.

Shipping a small number of items, especially from another country, is much more expensive than making the larger shipments bricks-and-mortar retailers order. Some retailers (especially those selling small, high-value items like electronics) offer free shipping on sufficiently large orders.

Another major advantage for retailers is the ability to rapidly switch suppliers and vendors without disrupting users' shopping experience.

Disadvantages

Fraud and security concerns

Given the lack of ability to inspect merchandise before purchase, consumers are at higher risk of fraud on the part of the merchant than in a physical store.

Secure Sockets Layer (SSL) encryption has generally solved the problem of credit card numbers being intercepted in transit between the consumer and the merchant. Identity theft is still a concern

for consumers when hackers break into a merchant's web site and steal names, addresses and credit card numbers. A number of high-profile break-ins in the 2000s have prompted some U.S. states to require disclosure to consumers when this happens. Computer security has thus become a major concern for merchants and e-commerce service providers, who deploy countermeasures such as firewalls and anti-virus software to protect their networks.

Phishing is another danger, where consumers are fooled into thinking they are dealing with a reputable retailer, when they have actually been manipulated into feeding private information to a system operated by a malicious party.

Although the benefits of online shopping are considerable, shoppers potentially face a few problems such as identity theft, faulty products, and the accumulation of spyware. Whenever you purchase a product, you are going to be required to put in your credit card information and shipping address. If the website is not secure a customer's information can be accessible to anyone who knows how to obtain it. Most large online corporations are inventing new ways to make fraud more difficult, however, the criminals are constantly responding to these developments with new ways to manipulate the system. It is advisable to be aware of the most current technology to fully protect yourself and your finances.

One of the hardest areas to deal with in online shopping is the delivery of the products. Most companies offer shipping insurance in case the product is lost or damaged; however, if the buyer opts not to purchase insurance on their products, they are generally out of luck. Some shipping companies will offer refunds or compensation for the damage, but it is up to their discretion if this will happen. It is important to realize that once the product leaves the hands of the seller, they have no responsibility.

Comprehension check

I. Match the halves.

1. It is important that	a) refunds or compensation for the damage.
2. Understanding the customer's wants and needs	b) requires travel and must take place during business hours.
3. Some shipping companies will offer	c) are inventing new ways to make fraud more difficult.
4. To increase online purchases,	d) also collect consumer information.
5. A visit to a conventional store	e) gives the customer a reason to come back.
6. Consumers find	f) shoppers face a few problems such as identity theft, faulty products, and the accumulation of spyware.
7. Most large online corporations	g) a major concern for merchants and e-commerce service providers.
8. Brick-and-mortar stores	h) the website communicates to the customer that

9. Computer security has thus become	the company cares about them.
10. Although the benefits of online shopping are considerable,	i) a product of interest by visiting the website of the retailer. j) businesses must spend significant time and money to define, design , develop and maintain the web store.

Word study

II. Match the word to its definition.

1. blog	a) to choose to take up or follow (an idea, method, or course of action);
2. bricks-and-mortar	b) to spread;
3. disclosure	c) to put (a decision, plan, agreement, etc.) into effect;
4. fraud	d) a person or company offering something for sale, especially a trader in the street;
5. merchandise	e) a repayment of a sum of money;
6. phishing	f) to keep (a building, machine, or road) in good condition by checking or repairing it regularly;
7. privacy	g) a state in which one is not observed or disturbed by other people;
8. refund	h) to completely remove or get rid of (something);
9. spyware	i) wrongful or criminal deception intended to result in financial or personal gain;
10. to adopt	j) software that enables a user to obtain covert information about another's computer activities by transmitting data covertly from their hard drive;
11. to disseminate	k) a personal website or web page on which an individual records opinions, links to other sites, etc. on a regular basis;
12. to eliminate	l) goods to be bought and sold;
13. to implement	m) used to denote a business that operates conventionally rather than over the Internet;
14. to maintain	n) the action of making new or secret information known;
15. vendor	o) the fraudulent practice of sending emails purporting to be from reputable companies in order to induce individuals to reveal personal information, such as passwords and credit card numbers, online;

III. Supply the correct preposition.

1. The existence of many different seals, or seals unfamiliar ... consumers, may foil this effort ... a certain extent.
2. The criminals are constantly responding ... these developments ... new ways to manipulate the system.
3. Online customers must have access ... a computer.
4. This information is obviously not accessible ... the merchant when paying ... cash.
5. It is advisable to be aware ... the most current technology to fully protect yourself and your finances.
6. Many consumers wish to avoid spam and telemarketing which could result ... supplying contact information ... an online merchant.
7. Novice user focus ... understanding the information.
8. Since it is important to be more appealing ... online shoppers, many web shop designers study research ... consumer expectations.
9. Some online companies have more generous return policies to compensate ... the traditional advantage ... physical stores.
10. A number of resources offer advice ... how consumers can protect themselves when using online retailer.
11. One of the hardest areas to deal ... in online shopping is the delivery of products.
12. Some ask ... address and phone number ... checkout.

IV. Make up word partnerships.

1. to break into	a) customer questions	1. conventional	a) procedures
2. to disseminate	b) consumer's expectations	2. e-commerce	b) costs
3. to eliminate	c) online sales	3. faulty	c) list
4. to gain	d) disclosure	4. identity	d) techniques
5. to handle	e) information	5. mailing	e) product information
6. to increase	f) a customer	6. online shopping	f) policies
7. to introduce	g) the web store	7. return	g) retail store
8. to maintain		8. safety	

9. to require	h) a merchant's web site	9. shipping	h) service provider
10. to satisfy	i) mistakes j) online shopping system	10. supplemental	i) theft j) products

IV. Insert some of the expressions above in the sentences.

1. Many larger stores use the address information encoded on consumers' credit cards to add them to a catalog
2. is still a concern for consumers when hackers and steal names, addresses and credit card numbers.
3. Also in 1994 the German company Intershop ... its first
4. Some online stores provide or link to, such as instructions,, demonstrations, or manufacturer specifications.
5. Some online stores have real-time chat features, but most rely on e-mail or phone calls
6. Some online companies have more generous to compensate for the advantage of physical store.
7. Businesses often attempt to adopt without understanding them or without a sound business model.

V. Match 10 pairs of synonyms.

1. conventional	a) brick-and-mortar store
2. fraud	b) buy
3. introduce	c) change
4. merchant	d) refund
5. physical store	e) additional
6. purchase	f) safe
7. replacement	g) deceit
8. secure	h) launch
9. supplemental	i) vendor
10. switch	j) traditional

HIGH STREET SHOPPING VERSUS INTERNET SHOPPING

When you think of shopping, do you associate high street shopping or internet shopping as your preferred medium? There are of course, advantages and disadvantages to both but which one is better? This may be dependent on your personal preference or which is the most convenient for purchasing goods at a given time. This can also be determined by availability. Some goods may only be bought either online or from a physical shop.

The internet can save time

When many people seem to have a distinct lack of time, the internet is often used for the purchase of goods. A good example of this is buying a car. Often information is searched for regarding potential purchases online but then the actual point of sale comes from a mortar-and-bricks shop. The internet can also be good if you are time restricted. If you know exactly what you are looking for, need something quickly but do not have the time to go to the high street during your normal working week, you can order something online and it can arrive the next day.

It can definitely be beneficial to do some of your shopping online. For example, you can save at least an hour per week if you select your grocery shopping online and have it delivered to your home. The only disadvantage to this is the fee for the delivery every week. Purchasing items such as books and CDs online can also save time. In many cases items such as these can also be cheaper to purchase online than on the high street. The internet can also be a fantastic resource for the research and the purchase of non-everyday products such as birthday or Christmas presents and jewellery. Online banking can also be a far more convenient way of transferring money from one account to another than going into a high street bank or building society.

The advantage of the high street

If you have the time to have a good browse, the high street can be a better option. If you buy clothing from the high street, trying the items on in a changing room before purchasing ensures that the clothes are the correct fit. If you are purchasing clothing online, you cannot guarantee that it will fit. If you buy the item online from a reputable online retailer and it does not fit you can of course send it back and in most cases exchange or refund it.

Whatever you want or need to purchase as a consumer, the high street offers the advantage of allowing you to view the actual product whether it be a book, a CD, shoes or clothing etc. The high street is also highly convenient if you want to quickly buy a sandwich and/or a drink from a cafe or a newsagent and take it away with you. It also acts as a browsing ground. For example, you may wish to purchase a new electrical item such as a television and have seen it at a cheaper price online but want to see it in the flesh beforehand. As mentioned earlier, the same can also be said for the internet.

Overall there are advantages and disadvantages to buying goods online or from the high street. If you are time restricted for whatever reason, the internet can be more convenient. However, if you have time to browse and want to see the goods before you buy them, the high street can have the upper hand. Essentially it is dependent on personal preference as to what works the best for the individual.

COMPREHENSION CHECK

I. Match the halves.

1. Some goods may only be bought	a) is searched for regarding potential purchases online.
2. You can save	b) if you want to quickly buy a sandwich and/or a drink from a cafe or a newsagent and take it away with you.
3. If you have the time to have a good browse,	c) is the fee for the delivery every week.
4. The only disadvantage to this	d) the internet is often used for the purchase of goods.
5. Often information	e) a fantastic resource for the research and the purchase of non-everyday products.
6. The high street is also highly convenient	f) either online or from a physical shop.
7. When many people seem to have a distinct lack of time,	g) at least an hour per week if you select your grocery shopping online and have it delivered to your home.
8. The internet can also be	h) the high street can be a better option.

WORD STUDY

II. Match words to their definitions.

1. beneficial	a) make certain of obtaining or providing (something)
2. convenient	b) traditional
3. ensure	c) the freedom or right to choose something
4. item	d) involving little trouble or effort
5. mortar-and-bricks	e) the action of buying something
6. optio	f) a repayment of a sum of money
7. order	g) favourable or advantageous
8. purchase	h) limited in extent, number, scope, or action
9. refund	i) a verbal or written request for something to be made, supplied, or served
10. restricted	j) an individual article or unit

III. Find 5 pairs of synonyms.

convenient / save / limited / purchase / restricted / buy / economize / comfortable / choice / option

IV. Discuss with your partner and make a list of advantages and disadvantages of

- a) high street shopping;
- b) Internet shopping.

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